



MISSIO

The Newspaper of the Diocese of London

ADVERTISING RATES 2018

www.dol.ca/newspaper

Elgin, Essex, Huron, Kent, Lambton, Middlesex, Norfolk, Oxford and Perth

Missio, the newspaper of the Diocese of London, is a quarterly publication published by the Communications Office of the Diocese of London. Over 34,000 copies of each issue are distributed to readers in parishes, schools, and households throughout Southwestern Ontario and beyond. The newspaper is also available electronically on the diocesan website, for online readers.

Established in 1856, the Roman Catholic Diocese of London comprises nine counties in Southwestern Ontario: Elgin, Essex, Huron, Kent, Lambton, Middlesex, Norfolk, Oxford, and Perth and serves an estimated 440,000 Catholics.

For more information, or to advertise, please contact communications@dol.ca

Ad Sizes and Rates		
A	Business Card 4"x 2"	\$350 colour (\$150 B/W)
B	1/8 Page Banner: 10" x 1.8"	\$450 colour (\$250 B/W)
C	Vertical: 4" x 4.5"	
D	Horizontal: 6" x 3"	
E	1/4 Page Banner: 10" x 3.3"	\$675 colour (\$475 B/W)
F	Vertical: 4" x 8.25"	
G	Horizontal: 6" x 5.75"	
H	1/2 Page 10" x 6.75"	\$950 colour
I	Full Page 10" x 13.5"	\$1250 colour

\$200 discount for black/white ads, where applicable (ad types A-G)
Please note that ads are subject to editorial approval.

Ad Artwork Requirements:

JPEG/TIFF - Files should be at least 200 dpi

PDF - All fonts must be embedded

InDesign - Images and fonts must be included

Color - should be CMYK.

Four Quarters Discount

Advertisers who pre-pay their advertising for the entire year (all four issues) will receive a 15% discount on all four ads. Space is limited and subject to availability. Payment must be received by March 29, 2018, to qualify, unless otherwise coordinated. The discount does not apply to pre-printed inserts.

Design Assistance

Basic assistance with ad layout and design is offered at no additional charge.

Pre-printed Inserts

Cost per thousand inserts: \$95.

Premium Placement

For a premium of 20% of the cost of your banner ad (options B, E or H) you can choose the placement (top or bottom of page) and page # (if available) of your ad.

