



Photo by Emily Lockard

# E A S T T E X A S CATHOLIC

THE OFFICIAL NEWSPAPER OF THE DIOCESE OF BEAUMONT  
*Advertising Rates effective May 13, 2011*

## YOU CAN AFFORD OUR RATES! SAMPLE SIZES AND RATES

Size	Sample Sizes (Column x inches)	1 Ad \$16 rate	1 Ad Color	10 Ads* \$13 rate	10 Ads* Color	20 Ads* \$12 rate	20 Ads* Color
3"	1 x 3"	\$48	\$57	\$39	\$48	\$36	\$45
4"	1 x 4", 2 x 2"	\$64	\$74	\$52	\$62	\$48	\$58
6"	2 x 3", 3 x 2"	\$96	\$108	\$78	\$90	\$72	\$84
8"	2 x 4"	\$128	\$143	\$104	\$119	\$96	\$111
9"	3 x 3"	\$144	\$164	\$117	\$137	\$108	\$128
12"	3 x 4", 2 x 6"	\$192	\$217	\$156	\$181	\$144	\$169
1/4 pg.	2 1/2 x 5", 5 x 2 1/2"	\$200	\$225	\$160	\$185	\$150	\$175
14"	2 x 7"	\$224	\$254	\$182	\$212	\$168	\$198
18"	2 x 9", 3 x 6"	\$288	\$325	\$234	\$271	\$216	\$253
1/2 pg.	5 x 5 1/4"	\$390	\$435	\$300	\$345	\$280	\$325
Full pg.	5 x 10 1/2"	\$770	\$860	\$580	\$670	\$550	\$640

1 Column equals ..... 1 3/4 inches  
 2 Column equals ..... 3 3/4 inches  
 3 Column equals ..... 5 3/4 inches  
 4 Column equals ..... 7 3/4 inches  
 5 Column equals ..... 9 3/4 inches

\*Price per ad for 10/20 ads ran within 12 months

Back Page: To secure the back page requires an additional \$25 charge.

Camera Ready Art: Due 10 days prior to dateline. PDF's accepted.

## PUBLICATION SCHEDULE VOLUME 48 • MAY 2011 THROUGH APRIL 2012

DATELINE	DEADLINE
May 13, 2011	May 3
May 27	May 17
June 24	June 14
July 22	July 12
Aug. 19	Aug. 9
Sept. 9	Aug. 30
Sept. 23	Sept. 13
Oct. 14	Oct. 5
Oct. 28	Oct. 19
Nov. 11	Nov. 1
Nov. 25	Nov. 15
Dec. 16	Dec. 6
Jan. 20, 2012	Jan. 10
Feb. 10	Feb. 1
Feb. 24	Feb. 14
March 9	Feb. 28
March 23	March 13
April 13	April 3
April 27	April 17

**TO PLACE YOUR AD, CALL (409) 924-4302  
E-MAIL: ETC@DIOCESEOFBMT.ORG**



DIOCESE OF  
**BEAUMONT**



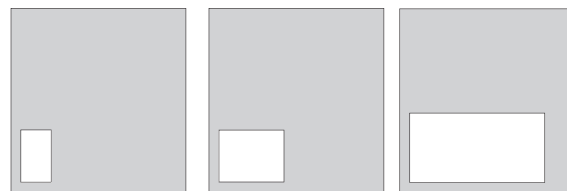
## COVERAGE AREA

The East Texas Catholic (ETC) reaches more than 80,000 people in 27,000 households, parishes and organizations throughout nine counties in Southeast Texas - Jefferson, Orange, Hardin, Chambers, Liberty, Polk, Newton, Tyler and Jasper.



Ames	Livingston
Anahuac	Lumberton
Beaumont	Mauriceville
Bridge City	Mont Belvieu
Buna	Nederland
Check	Orange
China	Orangefield
Cleveland	Port Arthur
Corrigan	Port Neches
Dayton	Raywood
Eastgate	Sam Rayburn
Fannett	Silsbee
Groves	Sour Lake
Jasper	Vidor
Kirbyville	Winnie
Kountze	Woodville
Liberty	

## WEDDING, BIRTHDAY ANNOUNCEMENTS, ANNIVERSARY AND MEMORIALS



1.75" x 3"=\$40    3.75" x 3"=\$75    7.75" x 4"=\$175  
*add color for an additional \$20*

LET US HELP YOU ANNOUNCE  
THE IMPORTANT MOMENTS  
IN YOUR FAMILIES' LIVES.

## 10 REASONS TO ADVERTISE IN THE EAST TEXAS CATHOLIC?

- i* The East Texas Catholic (ETC) reaches more than 80,000 people in 27,000 households, parishes and organizations throughout nine counties in Southeast Texas - Jefferson, Orange, Hardin, Chambers, Liberty, Polk, Newton, Tyler and Jasper.
- ii* The ETC is the only local newspaper that gives your ad coverage in nine counties at one time.
- iii* ETC has a longer shelf life than other publications, staying in the home for weeks or even months.
- iv* Our subscribers tend to be loyal to the businesses who advertise in the ETC. Catholics represent 13 percent of the population in the nine-county area.
- v* ETC offers an affordable alternative to high-priced advertising in daily newspapers, television and radio.
- vi* Trying to reach an Hispanic market? More than 30 percent of the parishes of the Diocese of Beaumont have large Hispanic populations.
- vii* If you are a caterer, florist or funeral home you might want to know that the priests of the Diocese of Beaumont perform more than 300 marriages and almost 900 funerals annually.
- viii* Readers of the ETC are major consumers. Most dine out 5-6 times a week, travel for both business and pleasure, shop widely (especially in rural areas), own their own homes and purchase major household items.
- ix* The ETC is an award-winning publication: honored by the Catholic Press Association, the Press Women of Texas and the Press Club of Southeast Texas.
- x* Customized ads at **no additional charge.**

**Billing:** Prepaid unless established account.  
One-time or first-time advertisers must prepay.  
Fee of \$30 for returned checks.

The East Texas Catholic goes into homes by second-class postal delivery. Circulation is sworn in a postal statement published each October.

**Advertising and Editorial Policy:** The East Texas Catholic does not accept advertising for alcoholic beverages, gambling or political candidates or issues. The publisher reserves the right to reject or revise any copy that he considers objectionable, either because said copy is not in keeping with usual newspaper standards of propriety or any other reason deemed by the publisher in his sole discretion. Publisher does not guarantee position, nor is advertising accepted for publication subject to position. Every effort will be made, however, to accommodate reasonable positioning requests.

**TO PLACE YOUR AD,  
CALL (409) 924-4302  
E-MAIL: ETC@DIOCESEOFBMT.ORG**

E A S T T E X A S  
**CATHOLIC**

PO Box 3948 • Beaumont, TX 77704  
Tel. 409.924.4302 • Fax 409.838.4511

CELEBRATING 48 YEARS OF SERVICE TO ADVERTISERS