

# LA VOZ CATÓLICA

Newspaper of the Archdiocese of Miami

## **PUBLICATION DESCRIPTION:**

La Voz Católica is a monthly publication serving Hispanic in South Florida.

Published by the Archdiocese of Miami, the newspaper provides news concerning the Catholic Church at the international, national and local levels. It also highlights contributions made by Hispanics in education, public service and the family, as well as the accomplishments of faith-motivated community leaders, as they strive to build a better society.

The newspaper reports on the national and local contributions made by Hispanic communities such as, Cuban, Nicaraguans, and other groups from Central and South America.

Regular features in La Voz Católica include a comprehensive calendar of community and family-oriented events, cultural and spiritual pages, as well as special editions on Hispanic heritage, Easter and Christmas.

La Voz is delivered to sponsor institutions and parishes. Our circulation reaches over 30,000 readers in the counties of Miami-Dade and Broward.

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## PRINT SIZE:

	W		H
<b>Full Page:</b>	10"	x	12.5"
<b>½ Page (H):</b>	10"	x	6"
<b>½ Page (V):</b>	4.9"	x	12.5"
<b>¼ Page (H):</b>	10"	x	2.85"
<b>¼ Page(V):</b>	2.336"	x	12.5"
<b>¼ Page:</b>	4.85"	x	6"
<b>1/8 Page (H):</b>	4.85"	x	2.85"
<b>1/8 Page(V):</b>	2.336"	x	6"
<b>Business Card:</b>	3.8376"	x	1.9"

## **PUBLICATION DEADLINES - 2020**

<b>ISSUE</b>	<b>IN PARISHES</b>	<b>DEADLINE</b>
<b>January</b>	Jan. 18-19	Jan 6
<b>February</b>	Feb. 22-23	Feb 10
<b>March</b>	March 21-22	March 9
<b>April</b>	April 11-12	March 30
<b>May</b>	May 23-24	May 11
<b>June</b>	June 20-21	June 8
<b>July</b>	July 18-19	July 6
<b>August</b>	Aug. 22-23	Aug. 10
<b>September</b>	Sept. 19-20	Sept 7
<b>October</b>	Oct. 17-18	Oct. 5
<b>November</b>	Nov. 21-22	Nov. 9
<b>December</b>	Dec. 19-20	Dec. 9

# Advertising Rates

Advertising Rates effective January 1, 2020

## Display Ad Sizes

Ad Size	1X	3X	6X	12X
Full Page	\$960	\$860	\$760	\$635
1/2 Page	\$835	\$635	\$535	\$485
1/4 Page	\$435	\$410	\$385	\$360
1/6 Page	\$310	\$285	\$260	\$235
1/8 Page	\$260	\$235	\$225	\$210
Business Card	\$140	\$130	\$120	\$115

## Color Rates

Minimum size: 1/4

\* \$225 additional per insertion

**We can accept files saved as:**

\* PDF \*JPG \*EPS \*TIF

Art resolution: 400 dpi max. / 200 dpi min

## Classified Advertising

Classifieds run in Shared Coverage

• \$24 for first 4 lines, \$4 each additional line (Approximately 35 characters per line)

### DISCOUNTS:

3-5 issues: 10%, 6+ issues: 15%,

Churches/Schools: 20%

• Add color photo \$20

• **Highlight your classified ad \$5;**  
**<-20 lines \$10** (limited availability)

DEADLINE is 10 days prior to publication of ad.

Ad must be reserved by the **20th of the month before publication.**

Full page: 62 column inches    Columns per page: 5    Depth, type page: 11 inches    Width, type page: 10.2 inches

\* All position at option of the publisher.    \* Special position 15%, 20% or 30% extra, 1/4 page minimum.

**All rates are net of Agency Commission**

## Preprint Insert Rates

Prices are per thousand inserts

	1X	3X	6X	12X
Single sheet	\$65	\$60	\$55	\$50

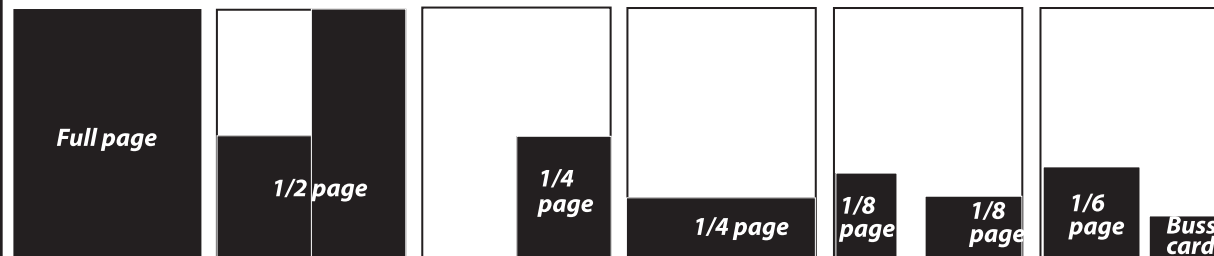
\* Ask for quote for multiple pages. Allow 4 weeks before issue date. \* 6- 8 samples required for approval.

## Insert Sizes

**Minimum: 4.5" x 6.5"    Maximum - folded: 10" x 11"**

**Maximum - unfolded: 5.5" x 10"**

## Display Ad Sizes



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