

MESSENGER

THE NEWSPAPER OF THE ROMAN CATHOLIC DIOCESE OF COVINGTON

Mechanical Specifications for Messenger Ads

Column inches per page78 inches
2 column width3 $\frac{1}{4}$ inches
3 column width5 inches
4 column width6 $\frac{3}{4}$ inches
6 column width	1.0 $\frac{1}{4}$ inches

Some Common Ad Sizes and Prices

(Sizes are shown as width x depth)

Full Page	10 $\frac{1}{4}$ " x 13"	.\$826.80
Half Page	10 $\frac{1}{4}$ " x 6 $\frac{1}{2}$ "	.\$438.75
Half Page6 $\frac{3}{4}$ " x 9 $\frac{3}{4}$ "	.\$438.75
Third Page6 $\frac{3}{4}$ " x 6 $\frac{1}{2}$ "	.\$306.80
Quarter Page6 $\frac{3}{4}$ " x 4 $\frac{7}{8}$ "	.\$230.10
Quarter Page5" x 6 $\frac{1}{2}$ "	.\$230.10
3 x 55" x 5"	.\$204.00
3 x 45" x 4"	.\$163.20
Eighth Page5" x 3 $\frac{1}{4}$ "	.\$132.60
Eighth Page3 $\frac{1}{4}$ " x 4 $\frac{7}{8}$ "	.\$132.60
2 x 43 $\frac{1}{4}$ " x 4"	.\$108.80
2 x 33 $\frac{1}{4}$ " x 3"	.\$81.60
2 x 2 $\frac{1}{2}$3 $\frac{1}{4}$ " x 2 $\frac{1}{2}$ "	.\$68.00
2 x 23 $\frac{1}{4}$ " x 2"	.\$54.40
2 x 1 $\frac{1}{2}$3 $\frac{1}{4}$ " x 1 $\frac{1}{2}$ "	.\$40.80
2 x 13 $\frac{1}{4}$ " x 1"	.\$27.20

Note: Other ad sizes not shown above are also available. Above prices are for one-time insertions, and in most cases will be less for multiple insertions.

To publish ads in color, add \$175.00 to above pricing.

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