

# ▶ ADVERTISING GUIDELINES

## TERMS AND CONDITIONS

- *High Desert Catholic* reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of *High Desert Catholic*.
- *High Desert Catholic* reserves the right to insert the word “advertisement” above or below any copy.
- We reserve the right to adjust advertising rates at any time upon 30 days written notice.
- Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of *High Desert Catholic* except where a request for a specific preferred position is acknowledged by *High Desert Catholic* in writing.

## BILLING AND CREDIT TERMS

Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances.

## PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to “Press Quality”).
- Ads also can be accepted in EPS, PDF, JPEG, Adobe® Illustrator® and Photoshop® files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi.
- Submit files by email to:  
highdesertcatholic.ads@gmail.org

## ▶ AD SPECIFICATIONS

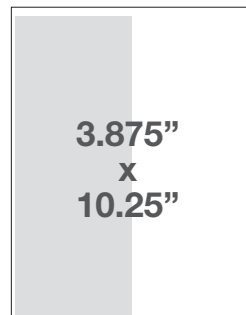
FULL COLOR **Quarterly: 4 issues a year**

Number of Issues	Per Issue Cost					
	eighth	quarter	half	full	inside back cover	back cover
1	\$400	\$675	\$1,050	\$1,900	\$2,000	\$2,500
2 to 3	\$350	\$600	\$950	\$1,700	\$1,800	\$2,000
4+	\$300	\$500	\$850	\$1,400	\$1,500	\$1,750

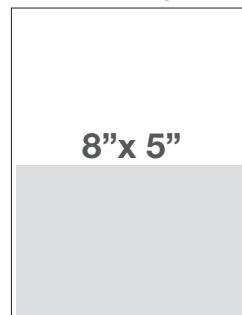
Full Page



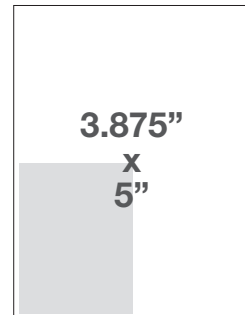
Half Page



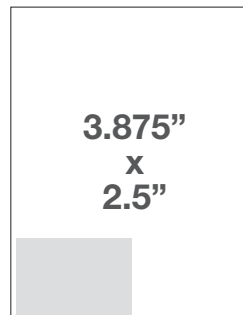
Half Page



Quarter Page



Eighth Page



HIGH DESERT  
CATHOLIC

THE MAGAZINE OF THE DIOCESE OF RENO

## ▶ AD DETAILS

Cost is per insertion. All prices are for camera-ready material submitted to *High Desert Catholic* according to advertising guidelines. *High Desert Catholic* also offers design and production services for your convenience.



MAXIMIZE  
YOUR BUSINESS POTENTIAL

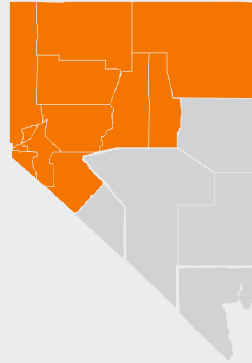
with Northern Nevada's largest Catholic magazine

JB BENNA  
775-326-9446 | [hdc@catholicreno.org](mailto:hdc@catholicreno.org)  
[highdesertcatholic.org/hdc](http://highdesertcatholic.org/hdc)

HIGH DESERT  
CATHOLIC  
THE MAGAZINE OF THE DIOCESE OF RENO



## ► WHY ADVERTISE?



### HIGH IMPACT

*High Desert Catholic* is a high-quality publication produced 6 times per year and is mailed to homes throughout the Diocese of Reno. It is the largest distributed Catholic magazine in Northern Nevada, with a Catholic readership of more than **21,000**.

### PASSIONATE READERS

Two independent readership audits confirm that the format for *High Desert Catholic* – which is designed to uplift and inspire through compelling, people-based stories – is passionately read by a wide range of age groups.

### NATIONAL AWARDS

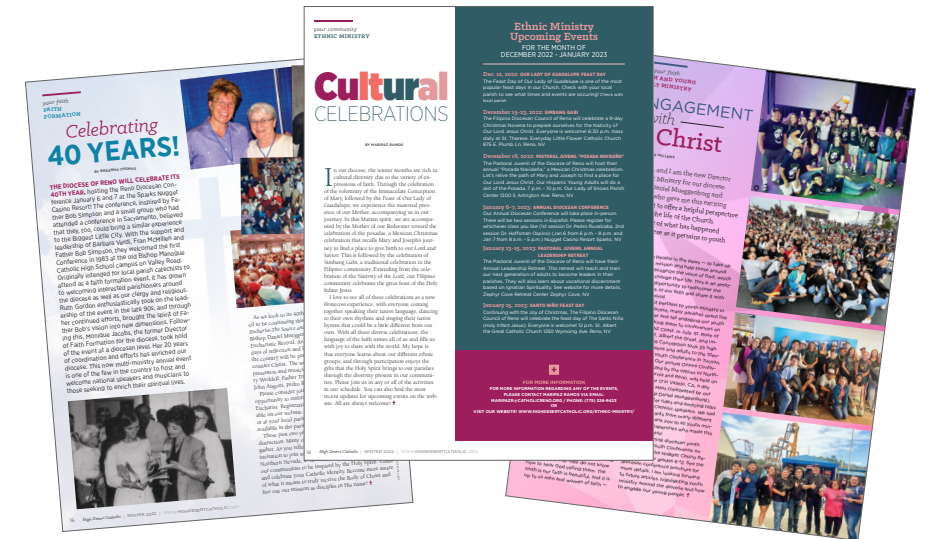
*High Desert Catholic* is based on a national award-winning format.

## ► HOW EFFECTIVE IS THE *HIGH DESERT CATHOLIC* FORMAT?

### What do readers say?

- 90% Makes me feel more connected to my Catholic faith.
- 93% I look at an issue more than once.
- 28% I discuss an issue with a friend.
- 59% Spend more than 15 minutes with an issue.

– 2022 readership survey



# 95%

OF HOUSEHOLDS HAVE A READER – Publishers Information Center

*High Desert Catholic* appeals equally to all age groups.

“In some respects the editors ... have found the Holy Grail long sought by their colleagues in the Catholic press. They have shown that it is possible to publish a diocesan publication that appeals equally to all age groups.”

– Publishers Information Center

### 2023 ADVERTISING SCHEDULE

ISSUE	AD DUE	MAIL DATE
Spring	1/24/23	3/15/23
Summer	4/26/23	6/16/23
Fall	7/26/23	9/15/23
Winter	10/23/23	12/15/23

- The largest distributed Catholic magazine in Northern Nevada

- Full color ads

- High pass-along rate

- Proven readership

- Appeals to all ages

- Establishes credibility in your market

- Award-winning publication

- Design services available

## ► HIGH DESERT CATHOLIC REGULARLY FEATURES CONTENT THAT CONNECTS WITH READERS:



### CONNECTED TO THE WORD:

A themed quick resource guide connecting faith through current blogs, music, apps, books, videos and more.



### YOUTH AND YOUNG ADULTS:

Activities and events that are engaging to the growth of our church.

### ETHNIC CONNECTION:

Content on living our faith through culture. Cover story published in both English and Spanish.

### NEWS AND CALENDAR:

Keeping readers up to date on happenings across the diocese.

