



*Catholic Diocese
of Sioux Falls*

MAXIMIZE your reach!

Be seen by the largest Catholic audience in Eastern South Dakota

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THE BISHOP'S BULLETIN

**Magazine of the
Diocese of Sioux Falls**

Advertising Guidelines

Terms and Conditions

- The Bishop’s Bulletin 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 The Bishop’s Bulletin.
- The Bishop’s Bulletin 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 The Bishop’s Bulletin except where a request for a specific preferred position is acknowledged by The Bishop’s Bulletin in writing.

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.
- For questions, design services or to submit files, contact Casey Bassett at cbassett@sfcatholic.org or 605.988.3738.

Ad Details

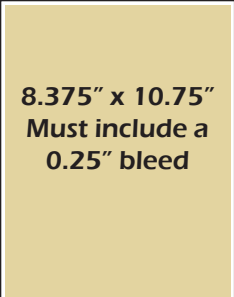
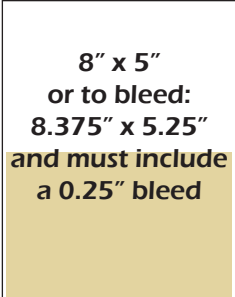
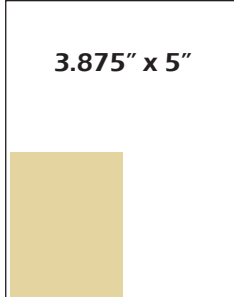
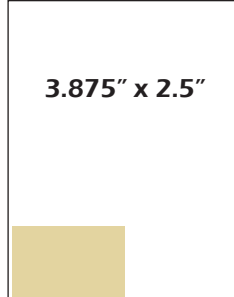
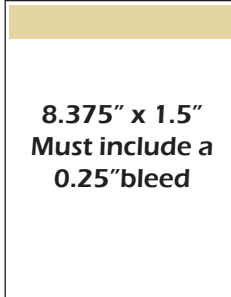
Cost is per insertion. All prices are for camera-ready material submitted to The Bishop’s Bulletin according to advertising guidelines. The Bishop’s Bulletin also offers design and production services for your convenience

Ad Specifications

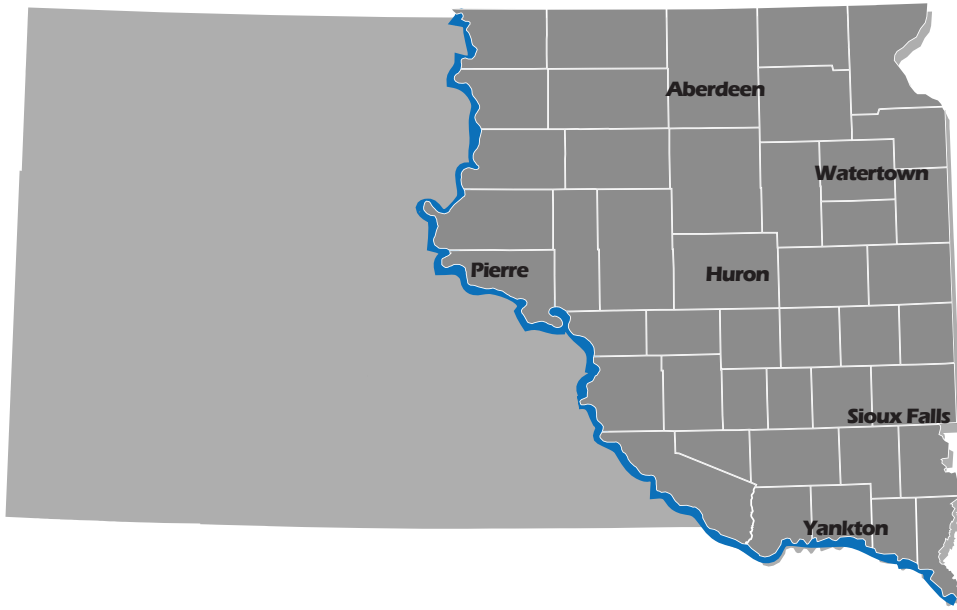
Full Color • monthly (12 issues a year)

Per Issue Cost				
Full Page	Half Page	Quarter Page	Eighth Page	Back Banner
\$1,650.00	\$825.00	\$412.00	\$205.00	\$100.00

Non-profit Pricing				
Full Page	Half Page	Quarter Page	Eighth Page	Back Banner
\$1402.50	\$701.25	\$350.20	\$174.25	\$100.00

Full Page	Half Page	Quarter Page	Eighth Page	Back Banner
 <p>8.375" x 10.75" Must include a 0.25" bleed</p>	 <p>8" x 5" or to bleed: 8.375" x 5.25" and must include a 0.25" bleed</p>	 <p>3.875" x 5"</p>	 <p>3.875" x 2.5"</p>	 <p>8.375" x 1.5" Must include a 0.25" bleed</p>

Why advertise?



Does your audience read **The Bishop's Bulletin**?

The Bishop's Bulletin is a high-quality four-color publication distributed 12 times per year to approximately **34,000** Catholic households in eastern South Dakota. It is the official publication of the Diocese of Sioux Falls.

Due Dates		
2025	Ad reservation	Ads Due
Jan	11/1/24	10/31/24
Feb	12/1/24	12/4/24
March	1/1/25	1/21/25
April	2/1/25	2/18/25
May	3/1/25	3/12/25
June	4/1/25	4/21/25
July	5/1/25	5/18/25
Aug	6/1/25	6/15/25
Sept	7/1/25	7/22/25
Oct	8/1/25	8/18/25
Nov	9/1/25	9/23/25
Dec	10/1/25	10/19/25

As the largest distributed Catholic magazine in eastern South Dakota, we will provide a publication with:

- Full color ads
- High pass-along rate
- Proven readership
- Design services available
- Credibility in your market

Your target audience reads **The Bishop's Bulletin**

According to Simmons Marketing Research, readers of Catholic magazines have these characteristics:

- 75% own a home
- 72% are married
- 68% are predominantly female
- 57% are decision-makers 35 to 64 years of age
- 39% are college graduates
- 60% regularly save and invest money
- 90% strongly support charities
- 77% are regular domestic travelers

Diocesan Event page submission deadlines

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Have questions about putting your event in the Bishop's Bulletin?

Call or email Casey for help.

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2025

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