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**

sfcatholic.org/bishopsbulletin

# 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 Renae Kranz at bishopsbulletin@sfcatholic.org or 605.988.3791.

## Ad Details

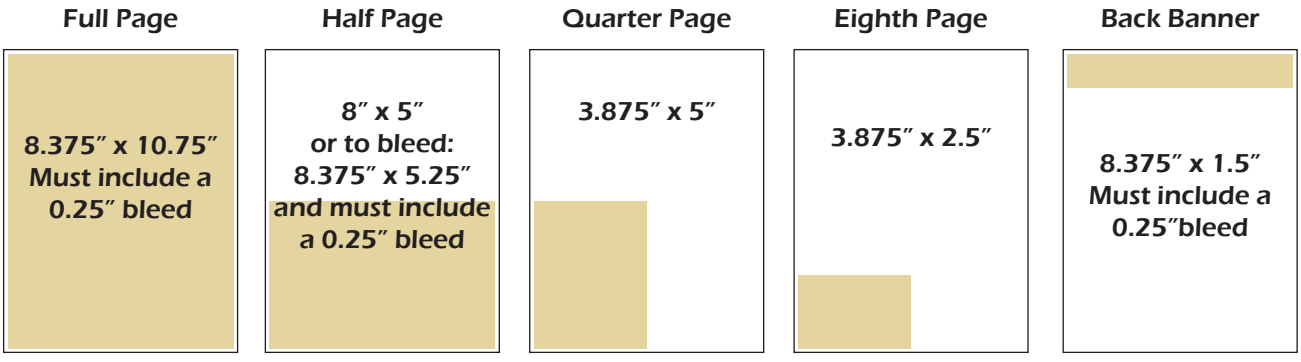
Cost is per insertion. All prices are for camera-ready material submitted to The Bishop's Bulletin according to advertising guidelines. The Bishop's Bulletin also offers design and production services for your convenience

## 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 |



# 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 | | |
|---|---|---|
| 2027 | Ad reservation | Ads Due |
| Jan | 11/1/26 | 11/13/26 |
| Feb | 12/1/26 | 12/2/26 |
| March | 1/1/27 | 1/19/27 |
| April | 2/1/27 | 2/15/27 |
| May | 3/1/27 | 3/16/27 |
| June | 4/1/27 | 4/20/27 |
| July | 5/1/27 | 5/17/27 |
| Aug | 6/1/27 | 6/16/27 |
| Sept | 7/1/27 | 7/20/27 |
| Oct | 8/1/27 | 8/19/27 |
| Nov | 9/1/27 | 9/17/27 |
| Dec | 10/1/27 | 10/15/27 |

### 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

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

**Call or email Renae for help.**

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## 2027

| | |
|---|---|
| January | 11-13-26 |
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| March | 1-19-27 |
| April | 2-15-27 |
| May | 3-16-27 |
| June | 4-20-27 |
| July | 5-17-27 |
| August | 6-16-27 |
| September | 7-20-27 |
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