

Denver Catholic en Español

Effective June 2017

2017 Frequency Rate Card

Page Size		1/16	1/8	1/6	1/4	1/3	1/2	Full
Col. In.		4.00	8.50	13.00	17.50	26.50	35.50	71.00
Frequency								
Open Rate	Cost Per B&W Ad	\$ 32.00	\$ 68.00	\$ 104.00	\$ 140.00	\$ 212.00	\$ 284.00	\$ 568.00
	Add Color	\$ 14.00	\$ 29.75	\$ 45.50	\$ 61.25	\$ 92.75	\$ 124.25	\$ 248.50
	Total w/ color	\$ 46.00	\$ 97.75	\$ 143.75	\$ 201.25	\$ 299.00	\$ 408.25	\$ 816.50
6x Rate	Cost Per B&W Ad	\$ 30.00	\$ 63.75	\$ 97.50	\$ 131.25	\$ 198.75	\$ 266.25	\$ 532.50
	Add Color	\$ 13.00	\$ 27.63	\$ 42.25	\$ 56.88	\$ 86.13	\$ 115.38	\$ 230.75
	Cost Per Color Ad	\$ 43.00	\$ 91.38	\$ 134.38	\$ 188.13	\$ 279.50	\$ 381.63	\$ 763.25
12x Rate	Cost Per B&W Ad	\$ 28.00	\$ 59.50	\$ 91.00	\$ 122.50	\$ 185.50	\$ 248.50	\$ 497.00
	Add Color	\$ 12.00	\$ 25.50	\$ 39.00	\$ 52.50	\$ 79.50	\$ 106.50	\$ 213.00
	Total w/ color	\$ 40.00	\$ 85.00	\$ 125.00	\$ 175.00	\$ 260.00	\$ 355.00	\$ 710.00

Front Page Banners

9.5" x 1.1667" or 5.4722" x 2" = \$250

Includes color

7 col. Inches