



SOUTH PLAINS CATHOLIC



A newspaper with over 25 years of direct mail service to households in Lubbock and the 24 surrounding counties, "uniting and informing more than 80,000 Catholics on the Llano Estacado and Rolling Plains of Texas."

Advertising Rate Information

South Plains CATHOLIC
Uniting and Informing Roman Catholics on the Llano Estacado and Rolling Plains of Texas

The Diocese of Lubbock May, 2007 Volume 22, Number 10

Pastoral letter announces Diocese of Lubbock Silver Jubilee Celebration: Bishop Rodriguez invites participation in his 'dream...for our beloved Church...'

INSIDE: Your copy of the Silver Jubilee Pastoral Letter

DEACON FORMATION PROGRAM Brochure Inside

GRADUATES RECOGNITION Brochure Inside

JAMA CENT Page

LIKE A MIGHTY WIND ACTS 22 SILVER JUBILEE EVEN CALENDAR Page

SEE JUBILEE, PAGE 10

LIKE A MIGHTY WIND ACTS 22

DAILY DEVOTIONS • www.catholiclubbock.org • DAILY NEWS

South Plains CATHOLIC
Uniting and Informing Roman Catholics on the Llano Estacado and Rolling Plains of Texas

The Diocese of Lubbock August 2010 Volume 26, Number 1

Gala celebration marks formal end of 'Year for Priests' festivities

SET THE DIOCESE OF LUBBOCK AS YOUR HOMEPAGE • WWW.CATHOLICLUBBOCK.ORG •



Scenes from the Year For Priests Celebration at the Catholic Renewal Center, June 21, 2010.

South Plains Catholic

Historical evidence for Our Lady of Guadalupe

PIGRIMAGE TO THE BASILICA IN MEXICO CITY
Saturday, July 26 - Monday, August 3, 2008

35th Anniversary of Legalized Abortion in the United States
Tuesday, January 22, 2008

PEACE Begins in the Womb

Abortion is a VIOLENT and UNJUST "solution" to a problem. Honest advocates of JUSTICE and PEACE must repudiate abortion, not accept it as just another CHOICE.

United States Conference of Catholic Bishops
Pro-Life Activities: www.usccb.org/prolife/index.shtml

Roe v. Wade Memorial Candlelight Vigil
3302 67th Street, Lubbock 6 p.m. - 6:30 p.m.

MEMORIAL MASS
Saint Joseph Catholic Church
102 North Avenue P, Lubbock 7 p.m.

A Touch of Class

NINTH ANNUAL HOLY SPIRIT CHURCH GALA
Saturday - March 1, 2008
Dinner and Dance
Refrshments 6:30pm - Dinner 7:00pm

SEE INSIDE:

- Coverage Map
- Distribution
- Prices

The Diocese of Lubbock

Box 98700

Lubbock, Texas 79499-8700

806.792.3943

Fax: 806.792.8109

email: pbehnke@catholiclubbock.org



EXPAND YOUR ADVERTISING COVERAGE

The South Plains Catholic covers as many West Texas counties as *any* local newspaper but, even better, we direct mail our publication.

BAILEY Muleshoe	LAMB Littlefield	HALE Plainview	FLOYD Floydada	MOTLEY Matador	COTTLE Paducah	
COCHRAN Morton	HOCKLEY Levelland	LUBBOCK Lubbock	CROSBY Crosbyton	DICKENS Spur	KING Guthrie	
YOAKUM Plains	TERRY Brownfield	LYNN Tahoka	GARZA Post	KENT Jayton	STONEWALL Aspermont	HASKELL Haskell
GAINES Seminole	DAWSON Lamesa	BORDEN Gail	SCURRY Snyder	FISHER Roby	JONES Anson	



DISTRIBUTION

- We publish and direct mail out newspaper monthly (except July) to at least 12,400 subscribers using the U.S. Postal Service.
- We are a niche market and reach more of the Hispanic community by direct mail than *any* local publication.

SOUTH PLAINS CATHOLIC

6 South Plains Catholic

1 X 3
3 column inches
\$36.00

7

2 X 2
4 column inches
\$46.50

10 South Plains Catholic

2 X 4
8 column inches
\$86.40

9

1/4 Page
12 column inches
\$122.40

12 South Plains Catholic

Full Page
48 column inches
\$432.00

Back Page
Add 30 percent to
standard size

11

1/2 Page
24 column inches
\$230.40

SAMPLE AD SIZES See rates, next page

The *South Plains Catholic* is an ideal answer to your advertising needs. U.S.

Census figures and surveys conducted by the Catholic Press Association show that our readership is mature, stable, educated, loyal, and blessed with higher than average disposable income.

The graphics designer at our office is happy to assist in designing an ad for your business. Rates are very economical. Spot or full color is available and your pre-printed insert can be distributed in any issue of the *South Plains Catholic*.

Advertising is due 12 days prior to publication. All copy is subject to the approval of the editor and the minimum size for an ad is one column-inch.

THE ROMAN CATHOLIC DIOCESE OF LUBBOCK

- serving 25 Counties on the Llano Estacado and Rolling Plains of Texas
- 82,572 Catholics (Religious Congregations and Membership in the United States, 2000)
- 62 Churches (16 in Lubbock County)
- More than 80 percent of parishioners have Spanish surnames.

THE SOUTH PLAINS CATHOLIC

- Published monthly (except July), including a .pdf copy at www.catholiclubbock.org
- 16 page tabloid (20- and 24-page special editions)
- Delivered by direct mail 12,400 households (almost 5,000 in Lubbock County alone)
- The average reader is an educated, married, homeowner with above average income

ADVERTISING INSERTION ORDER

Advertiser _____ Contact _____ Date ____-____-____

Telephone/Fax _____ E-mail _____

Address City, State, Zip _____

SIZE

columns x height

- 1 [14.5 picas (23/8 in.)] x _____ in 3 [45.5 picas (75/8 in.)] x _____ in
 2 [30 picas (5 in.)] x _____ in 4 [61 picas (101/8 in.)] x _____ in

- January February March
 April May June
 August September October
 November December

Size	1 issue	2 issues	3 issues	4 issues
1-12 col. in.	<input type="checkbox"/> \$12	<input type="checkbox"/> \$11	<input type="checkbox"/> \$10	<input type="checkbox"/> \$9
13-25 col. in.	<input type="checkbox"/> \$10	<input type="checkbox"/> \$9	<input type="checkbox"/> \$8	<input type="checkbox"/> \$7
26-50 col. in.	<input type="checkbox"/> \$9	<input type="checkbox"/> \$8	<input type="checkbox"/> \$7	<input type="checkbox"/> \$6

CALCULATIONS

Columns _____
x _____
Ad Height _____
= _____
Number of Column Inches _____
x _____
Rate _____
= _____
Cost Per Run _____
x _____
Number of Runs _____
= _____
Total Cost _____

IMPORTANT

The Diocese of Lubbock reserves the right to exclude listings or advertisements of individuals or companies whose products, promotions, or services are contrary to the teachings of the Church, or are otherwise deemed inappropriate.

Special Inserts: \$50 per thousand, delivered to printer two weeks before publication

- Order subscription Need to Bill Paid

Printed Name

Authorized Signature

Date