

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."



SILVER I CALEN

Advertising Rate Information



SEE INSIDE:

- Coverage Map
- **Distribution**
- Prices



Saturday - March 1, 2008
Dinner and Dance
estiments 6:30pm - Dinner 7:00pm



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

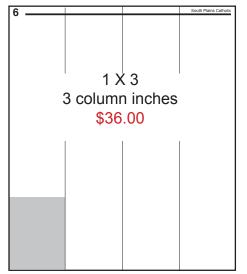
The South Plains Catholic covers as many West Texas counties as **any** local newspaper but, even better, we direct mail our publication.

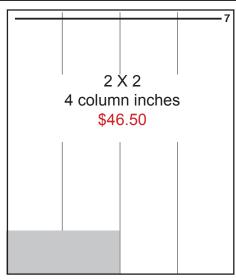
BAILEY Muleshoe	LAMB Littlefiekl		HALE Plainview		FLOYD Floydada		MOTLEY Matador		COTTLE Paducah			
COCHRAN Morton	HOCKI Levellan		LUBBOO Lubbock		CROSBY Crosbyton		DICKENS Spur	S	KING Guthrie			,
YOAKUM Plains	TERRY Brownfi		LYNN Tahoka		GARZA Post		KENT Jayton		STONEWAI Aspermont	LL	HASKELI Haskell	
GAINES Seminok									FISHER Roby		JONES Anson	

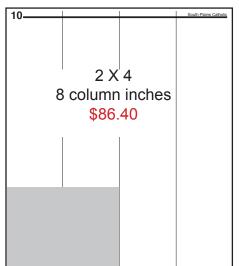
DISTRIBUTION

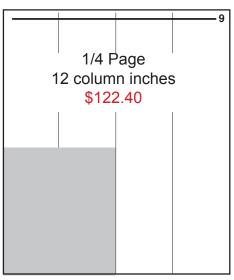
- We publish and direct mail out newspaper monthly (except July) to at least 12,400 subscribers using the U.S. Postal Service.
- We are a niche market and reach more of the Hispanic community by direct mail than **any** local publication.

SOUTH PLAINS CATHOLIC



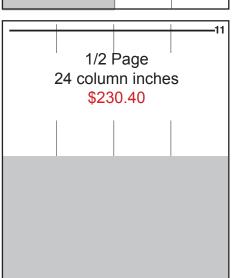






Full Page
48 column inches
\$432.00

Back Page
Add 30 percent to
standard size



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 Imns x heightin	CALCULATIONS Columns						
April May August Sept	ruary	Number of Column Inches x						
	2 issues 3 issues 4 issues \$\begin{array}{cccccccccccccccccccccccccccccccccccc	Cost Per Run						
The Diocese of Lubbock reserves t	PORTANT he right to exclude listings or advertisments of oducts, promotions, or services are contrary to otherwise deemed inappropriate.	Number of Runs = Total Cost						
Special Inserts: \$50 per thousand, delivered to printer two weeks before publication Order subscription Need to Bill Paid								
Printed Name	Authorized Signature	Date						
Box 98700 Lubbock Texas 79/99 8700 • 806 792 39/3 • Fax: 806 792 8109								

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