

Reserve your ad space TODAY in the only magazine published EXCLUSIVELY for Catholic permanent deacons, deacon candidates, and their families!

# Deacon Digest

## 5 Great reasons to advertise in Deacon Digest 2012

1. *Deacon Digest* is the ONLY magazine published for the OVER 18,000 Catholic permanent deacons, deacon candidates, and their families.
2. The diaconate is the fastest growing Church ministry.
3. Our current total paid subscribers number over 6500!
4. Permanent deacons are involved in almost every area of ministry in the Church.
5. Nearly all U.S. dioceses now have permanent deacons.



NON-PROFIT  
U.S. POSTAGE  
PAID  
PERMIT #3  
ST. MEINRAD, IN

Deacon Digest  
Abbey Press Publications  
1 Hill Drive • St. Meinrad, IN 47577

# RESERVE

your ad space today for the  
**2012 ISSUES OF**

# Deacon Digest

Abbey Press Publications

- More than 18,000 U.S. Permanent Deacons and Candidates
- More than 190 Dioceses
- 1 Magazine that reaches them ALL!





# Deacon Digest

Abbey Press Publications

Dear Advertiser:

2012 marks *Deacon Digest's* 29<sup>th</sup> year of publication. And it marks the second year under the direction of Abbey Press/Saint Meinrad Archabbey. We want to thank you for making our first year at the helm a successful one and invite you to come back once again for the many opportunities advertising in *Deacon Digest* can provide.

*Deacon Digest* continues to be the only magazine published for Catholic permanent deacons, deacon candidates, and their families—and the best opportunity for businesses like yours to reach readers looking for diaconate ministry resources. Now numbering over 18,000 deacons and deacon candidates in the U.S., the permanent diaconate ministry is the fastest growing Church ministry. And over 1/3 of that number subscribe to *Deacon Digest*.

*Deacon Digest* is published six times a year, providing you ample opportunity to reach a prime readership. With ad sizes and rates to fit every budget, *Deacon Digest* really is an ideal choice for your advertising needs. Be sure to note our special November rates—this extra-large issue is sent to ALL 18,000 deacons and deacon candidates in the U.S., including both paid subscribers and non-subscribers!

Contact me with questions, and to reserve your ad space today!



Tara Edwards

*Tara Edwards*

Advertising Sales Manager

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f. 800-320-8670

e. [tedwards@deacondigest.com](mailto:tedwards@deacondigest.com)

P.S. We also offer one-time rentals of our mailing lists. Please contact me for complete information.

## Deacon Digest Advertising Rates for 2012

ALL ADS ARE 4-COLOR

### Rates for first 5 issues

	1X	2X	*5X
Back Cover	\$1,700	\$1,650	\$1,360
Inside Back Cover	\$1,500	\$1,450	\$1,200
Pages 2, 3	\$1,500	\$1,450	\$1,200
Full Page	\$1,400	\$1,350	\$1,120
1/2 Page	\$1,100	\$1,050	\$880
1/3 Page	\$900	\$850	\$720
4 Page Insert	\$2250	---	---

\*5X rate includes 20% discount off the 1X rate for same size ad!

### Rates for November issue

	November Issue ONLY	*Special Price with the 20% Discount
Back Cover	\$2,500	\$2,000
Inside Back Cover	\$2,100	\$1,680
Pages 2, 3	\$2,100	\$1,680
Full Page	\$1,900	\$1,520
1/2 Page	\$1,300	\$1,040
1/3 Page	\$1,100	\$880
4 Page Insert	\$2,900	---

\*Special Price with the 20% Discount applies if same size ad is in first five (5) 2012 issues.

**NOTE: Back cover, inside back cover, page 2, page 3, and 4-page insert reserved on first-come basis.**

## DEADLINES

Issue Date:	Reservation Date:	Materials Due:	Issue Mailed:
January 2012	October 1, 2011	November 1, 2011	December 1, 2011
March 2012	December 1, 2011	January 1, 2012	February 1, 2012
May 2012	February 1, 2012	March 1, 2012	April 1, 2012
July 2012	April 1, 2012	May 1, 2012	June 1, 2012
September 2012	June 1, 2012	July 1, 2012	August 1, 2012
November 2012	August 1, 2012	September 1, 2012	October 1, 2012

AD SIZE	WIDTH	DEPTH	MECHANICAL REQUIREMENTS
Full page	7"	9-5/8"	<ul style="list-style-type: none"> <li>Publication size is 8-1/4 x 11 inches</li> <li>Column depth is 9-5/8 inches</li> <li>Three columns to a page</li> <li>PDF document should be sized to include bleed, 1/8" on all sides</li> <li>Include printed copy of ad</li> <li>File formats accepted: QuarkXPress 8.0 or hi-res PDF</li> <li>Pictures or art submitted as TIFF at 300 dpi – (will accept JPEG)</li> <li>Screened pictures at 150 lpi</li> <li>Save 4-color ad images in CMYK format</li> </ul>
1/2 page (horizontal)	7"	4-3/4"	
1/2 page (vertical)	3-3/8"	9-5/8"	
1/3 page (horizontal)	7"	3-1/8"	
1/3 page (vertical)	2-1/8"	9-5/8"	
1/3 page ("box")	4-1/2"	4-3/4"	

Email to: [tedwards@deacondigest.com](mailto:tedwards@deacondigest.com)  
and to: [mbolin@deacondigest.com](mailto:mbolin@deacondigest.com)