

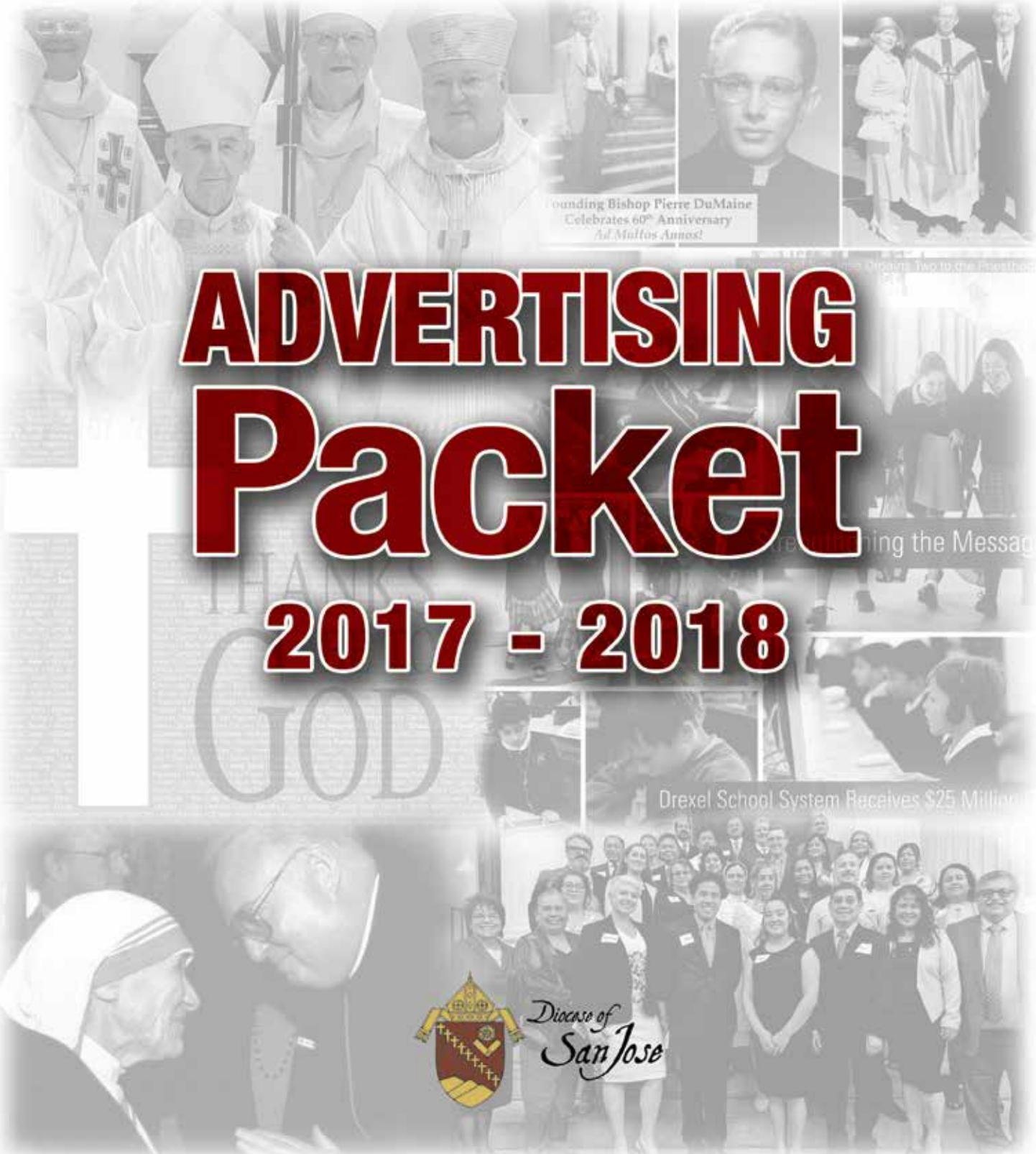
# THE VALLEY CATHOLIC

The Good News of the Diocese of San Jose | Buenas Noticias en la Diocesis de San José | Tiếng vọng Tin Mừng của Giáo phận San Jose

Visit us online: [tvc.dsj.org](http://tvc.dsj.org)

 Diocese of San Jose

  @DioceseSanJose



Founding Bishop Pierre DuMaine Celebrates 60<sup>th</sup> Anniversary *Ad Multos Annos!*

Ordains Two to the Priesthood

# ADVERTISING Packet 2017 - 2018

Sharing the Message

Drexel School System Receives \$25 Million



# THE VALLEY CATHOLIC

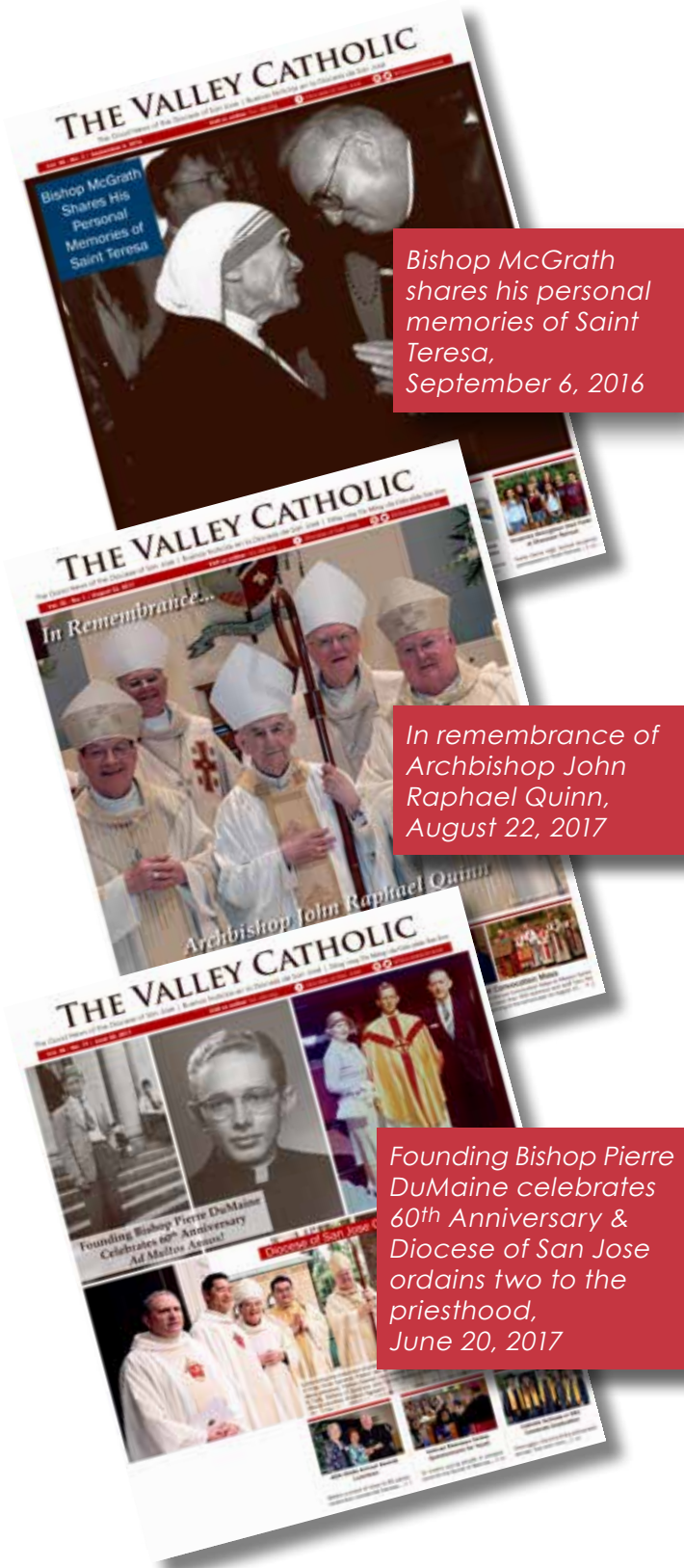
I invite you to advertise with *The Valley Catholic*, the official newspaper of the Diocese of San Jose. *The Valley Catholic* is distributed 19 times a year to **70,000** registered Catholic households in Santa Clara County.

*The Valley Catholic* reports on social, economic, and religious news relative to the Catholic Church. It addresses concerns of youth, young adults, families, and seniors, reaching **600,000** Catholics in Santa Clara County.

Enclosed please find advertising promotions, sizes and pricing with several options to fit your budget. Please contact me at [klevesque@dsj.org](mailto:klevesque@dsj.org) or (408) 983-0262 to discuss your advertising needs.

Thank you for choosing *The Valley Catholic* to promote your services to our readership.

Cheers,  
Karen Levesque  
Communications Business Manager



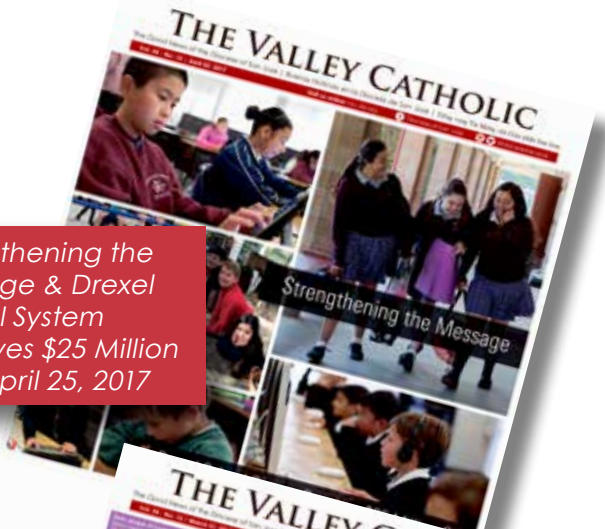
# THE VALLEY CATHOLIC

## Facts about Diocese of San Jose

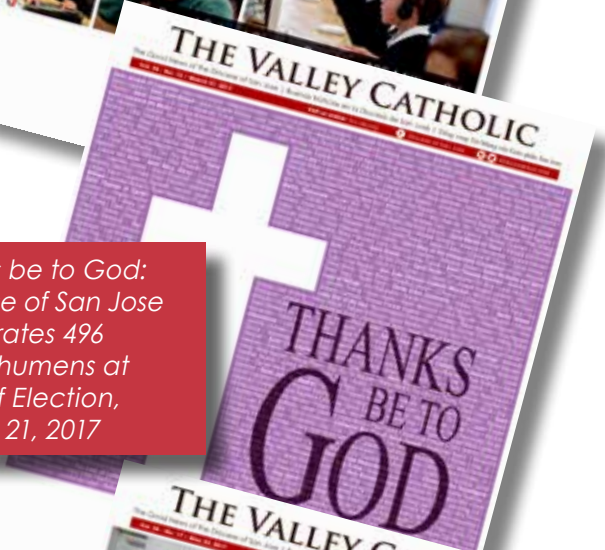
- Established in 1981 by Archbishop John Quinn
- The diversity of the diocese is demonstrated through Masses offered in English, Spanish, Vietnamese, Italian, Portuguese, Mandarin, Cantonese, Polish, Croatian, Korean
- Diocese of San Jose is one of only four dioceses in the U.S. that encompass one county
- Includes Alviso, Campbell, Cupertino, Gilroy, Los Altos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Sunnyvale

## Facts about *The Valley Catholic*

- Established in 1982, a year after the Diocese of San Jose, to deliver the Good News of the Diocese of San Jose
- Member of the Catholic Press Association
- Increased frequency in August 2012 from 11 to 19 issues annually to be more timely in covering the news of the Church
- Published two times each month from September-November and February-June, and monthly in August, December, and January
- Additional copies are distributed to Catholic universities, hospitals, retreat centers, retirement homes, and individuals in Santa Clara County
- Additional pages highlight Vietnamese news, Notices in Spanish, Youth & Young Adult Ministry
- Additional ad visibility online at *The Valley Catholic* site, [tvc.dsj.org](http://tvc.dsj.org)



*Strengthening the Message & Drexel School System Receives \$25 Million Gift, April 25, 2017*



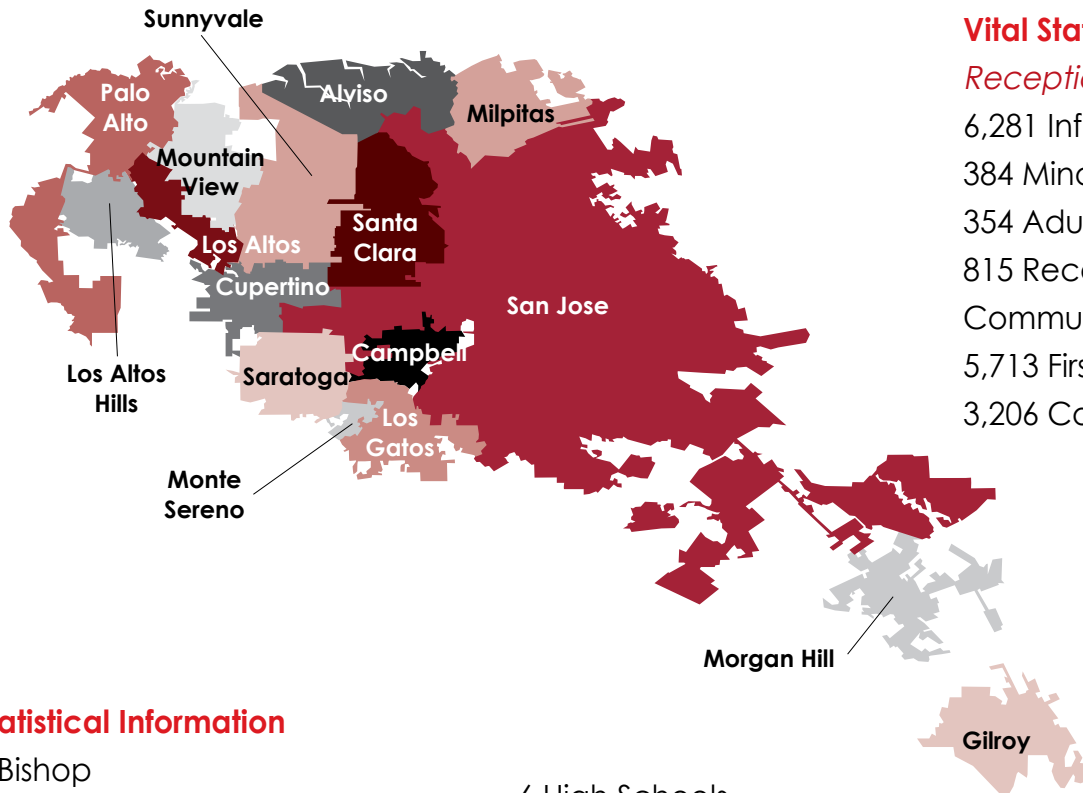
*Thanks be to God: Diocese of San Jose Celebrates 496 Catechumens at Rites of Election, March 21, 2017*



*Congratulations Institute for Leadership in Ministry Graduates, May 23, 2017*

# THE VALLEY CATHOLIC

## 2017 DIOCESE OF SAN JOSE



### Vital Statistics:

#### *Receptions into the Church*

6,281 Infant baptism totals  
 384 Minor baptism totals  
 354 Adult baptism totals  
 815 Received into Full Communion  
 5,713 First Communion  
 3,206 Confirmations

### Statistical Information

1 Bishop  
 1 Retired Bishop  
 350 Priests in Diocese  
 (Diocesan, Religious, Extern)  
 34 Permanent Deacons in Diocese  
 44 Brothers  
 280 Sisters (Religious Women)  
 50 Parishes  
 1 Shrine  
 3 Missions  
 2 Pastoral Centers

6 High Schools  
 7,049 Total Students  
 28 Elementary Schools  
 9,274 Total Students

#### *Catechesis / Religious Education:*

3,559 High School Students  
 13,857 Elementary Students  
 42,516 Total students under Catholic Instruction

#### *Marriages*

777 Catholic  
 175 Interfaith  
 952 Total Marriages  
 600,000 Total Catholic Population  
 1,900,000 Total population  
 31% Catholic Population Percentage

### Educational

7 Total seminarians  
 1 Colleges & Universities  
 8,770 Total Students

#### *Teachers in the Diocese*

26 Priests  
 33 Sisters  
 1,579 Lay teachers

#### **In U.S.**

Catholic Population Percentage 22%

Source: 2016 Kennedy Directory

# THE VALLEY CATHOLIC



## ***The Valley Catholic* Mission Statement**

*The Valley Catholic* is the official newspaper of the Diocese of San Jose. Its publisher is the diocesan bishop with whom it collaborates in the teaching mission of the Church.

As a publication of the Catholic Church, *The Valley Catholic* takes its mandate from the Decree on the Instruments of Social Communication (Vatican Council II) to be engaged in the mission of the church itself.

The diocesan press participates in the Church's mission of evangelization and formation. It provides information and responsible opinion, and a forum for dialogue by implementing the highest standards of professional journalism. At times, it is obliged to correct distortions or misrepresentations of Catholic life, faith or institution which may appear in the secular media.

*The Valley Catholic* reflects the mission of the Local Church to inform diverse Catholics in faith, Church and service, in the spirit of charity and justice.

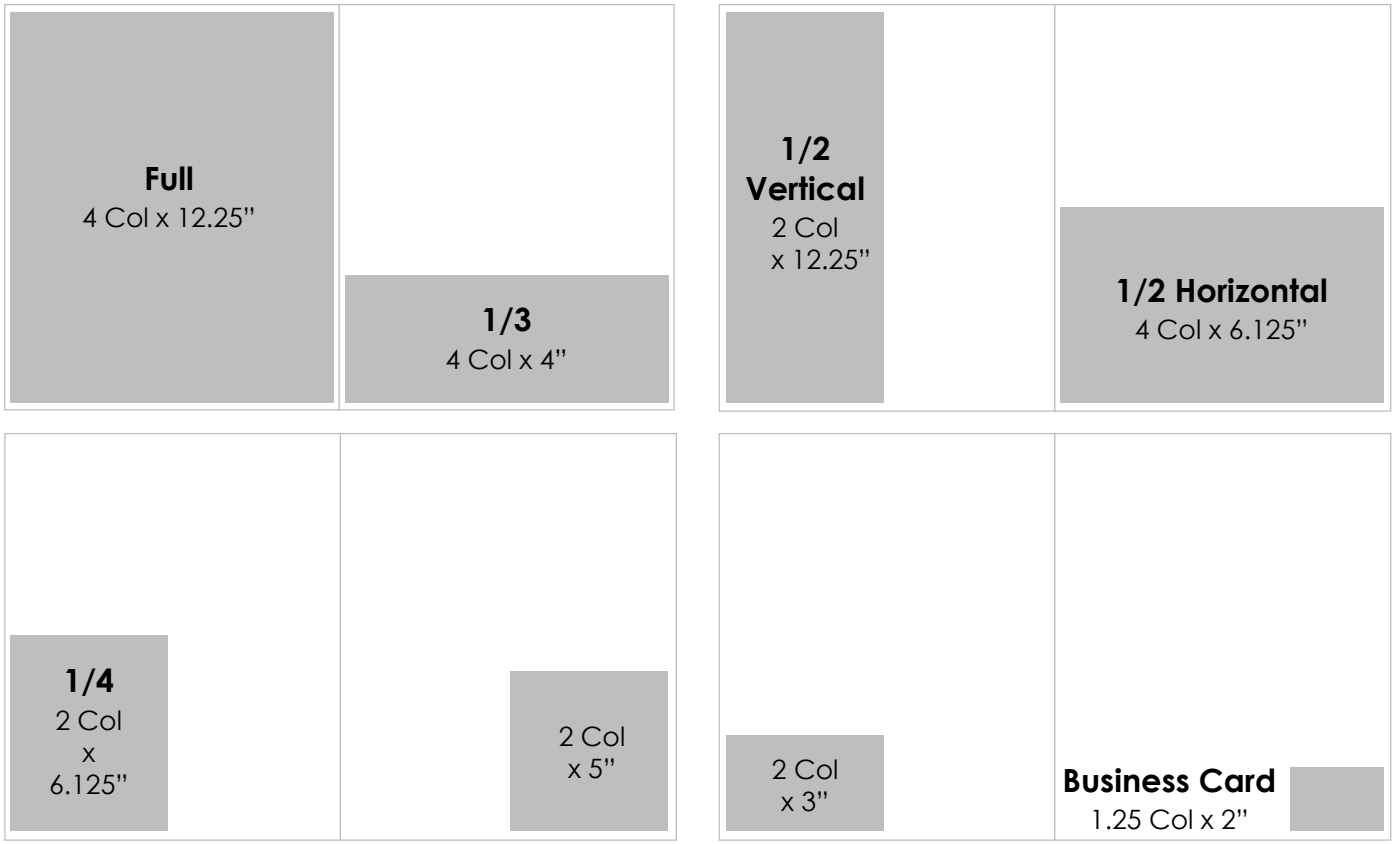
# THE VALLEY CATHOLIC

## PRINT SCHEDULE 2017 - 2018

DEADLINE DATE (Fridays)	PRINT DATE (Tuesdays)	PROMOTION TOPICS
August 4, 2017	August 22, 2017	<b>(Cover: Convocation Mass)</b> Back-to-School & Silicon Valley Small Business
August 18, 2017	September 5, 2017	<b>(Cover: Catholic Education Appeal; Restorative Justice, Mission Co-op)</b> Fall Catholic School Open House
September 1, 2017	September 19, 2017	<b>(Cover: TBD)</b> Fall Catholic School Open House
September 22, 2017	October 10, 2017	<b>(Cover: Respect Life)</b> Fall Catholic School Open House – Wedding Guide
October 6, 2017	October 24, 2017	<b>(Cover: Blessing of Animals)</b> Youth & Young Adult Retreat – Faith Formation Conference
October 20, 2017	November 7, 2017	<b>(Cover: TBD)</b> Holiday Gift Guide & Thanksgiving Message
November 3, 2017	November 21, 2017	<b>(Cover: Thanksgiving)</b> Holiday Gift Guide
November 21, 2017 (Tuesday)	December 12, 2017	<b>(Cover: Holy Christmas)</b> Holiday Gift Guide – Christmas Message
December 19, 2017 (Tuesday)	January 16, 2018	<b>(Cover: Catholic Schools Week)</b> Catholic Schools Open House – Senior Care – Walk for Life
January 19, 2018	February 6, 2018	<b>(Cover: ADA; Lenten Message: Ash Wed = Feb. 14)</b> Anniversary & Wedding – Senior Care
February 2, 2018	February 20, 2018	<b>(Cover: The Light Is On)</b> Lenten Message – Anniversary & Wedding – Senior Care
February 16, 2018	March 6, 2018	<b>(Cover: Lenten Message)</b> Summer School Programs – Financial Service
March 2, 2018	March 20, 2018	<b>(Cover: Holy Week/Chrism Mass/Easter: Easter Sunday = April 1)</b> Summer School Programs
March 16, 2018	April 10, 2018	<b>(Cover: Vatican Easter celebrations)</b> Summer School Programs – Financial Services
April 6, 2018	April 24, 2018	<b>(Cover: TBD)</b> Summer School Programs – Health & Wellness
April 20, 2018	May 8, 2018	<b>(Cover: Mary – Mother’s Day)</b> Summer School Programs – Mother’s Day Message
May 4, 2018	May 22, 2018	<b>(Cover: ILM Graduation)</b> Summer School Programs – Graduation Message
May 18, 2018	June 5, 2018	<b>(Cover: Father’s Day &amp; High School Graduations Class of 2018)</b> Father’s Day Message
June 1, 2018	June 19, 2018	<b>(Cover: Priests’ Ordination)</b> Fourth of July – Women in Business

# THE VALLEY CATHOLIC

## NEWSPRINT DISPLAY ADVERTISING SIZES



1 Col – 2.3434 Inches    1.5 Col – 2.9293 Inches    2 Col – 4.9368 inches    3 Col – 7.5302 inches    4 Col – 10.1234 inches

### Color Rate No additional fee for color.

For other special considerations, sizes or inserts, contact Karen Levesque at [klevesque@dsj.org](mailto:klevesque@dsj.org) or 408-983-0262.

### Production Capabilities

E-mail complete artwork to: [klevesque@dsj.org](mailto:klevesque@dsj.org)

Preferred Format: Adobe CS5 software, PDF, JPG, and TIFF.

Supported Files: Photoshop, Illustrator, InDesign, Word, PDF, JPG, TIFF, EPS, and PNG.

### Best Practices

- Always use Acrobat Distiller to create PDFs
- Make sure ALL fonts are embedded Make sure your ad is the correct size
- Always import images
- Always use standard fonts
- Color photos must be CMYK
- All PDF ads with a spot color should be saved as CMYK (PDFs cannot be resized)

*The Valley Catholic is not responsible for PDFs that we did not create. Due to time constraints, we reserve the right to change/alter material, substitute fonts or recreate your ad if it is not working correctly.*

# THE VALLEY CATHOLIC

## DISPLAY AD SIZES & PRICING

MODULAR SIZES Rate Per Column Inch	1x/YEAR (\$50) Each	6x/YEAR (\$48) Each	9x/YEAR (\$44) Each	11x/YEAR (\$40) Each	19x/YEAR (\$36) Each
Full Page (4 Col. x 12.25")	\$2,450.00	\$2,352.00	\$2,156.00	\$1,960.00	\$1,764.00
1/2 Page Vertical (2 Col x 12.25")	\$1,225.00	\$1,176.00	\$1,078.00	\$980.00	\$882.00
1/2 Page Horizontal (4 Col x 6.125")	\$1,225.00	\$1,176.00	\$1,078.00	\$980.00	\$882.00
1/3 Page (4 Col x 4")	\$800.00	\$768.00	\$704.00	\$640.00	\$576.00
1/4 Page (2 Col x 6.125")	\$612.50	\$588.00	\$539.00	\$490.00	\$441.00
1/16 Page (2 Col x 2")	\$200.00	\$192.00	\$176.00	\$160.00	\$144.00
Business Card (1.25 Col x 2")	\$125.00	\$120.00	\$110.00	\$100.00	\$90.00
Back Page	\$2,750.00				
Center Insert (4 Pages)	\$11,000.00				

## ONLINE ADS FOR TVC.DSJ.ORG



**Top Banner:** 728 pixels x 90 pixels – \$200 monthly cost



**Middle Banner:** 650 pixels x 150 pixels – \$100 monthly cost



**Inside Ad:**  
150 pixels x 200 pixels  
\$75 monthly cost



**Side Square:**  
250 pixels x 200 pixels  
\$150 monthly cost



**Bottom Banner:** 1200 pixels x 200 pixels – \$85 monthly cost

Using the online ads, we use Ad Rotate Pro to measure responsiveness of ads and can have links to your site.



# THE VALLEY CATHOLIC

## ADVERTISING INSERTION ORDER AND AGREEMENT

\_\_\_\_\_  
Advertiser/Authorized Contact

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Business, Organization or Agency

\_\_\_\_\_  
Address

Karen Levesque

Valley Catholic - Business Manager

\_\_\_\_\_  
City, State, Zip Code

Renewal  New Account

(\_\_\_\_\_) \_\_\_\_\_  
Telephone Number

(\_\_\_\_\_) \_\_\_\_\_  
Fax Number

\_\_\_\_\_  
E-mail Address

Has agreed to run \_\_\_\_\_ advertisement(s) in *The Valley Catholic*.

Start-issue-date \_\_\_\_\_ End-issue-date \_\_\_\_\_

Position Requested/Section desired \_\_\_\_\_  
*Right or left page, special section i.e. news, school, vocation, community etc.*

- Display Ad Size \_\_\_\_\_ at the rate of \$ \_\_\_\_\_ or \$ \_\_\_\_\_ per insertion.  
*Cols. wide by inches tall per col. inch*
- Online Ad at the rate of \$ \_\_\_\_\_ per month
- Pre-Paid Amount \$ \_\_\_\_\_

\_\_\_\_\_ has the right to change the copy and art work for the ad, to change the size, and to decide in which months the ads will run. If a frequency discount has been earned, changes must be received by the Publisher by deadlines or current ad will be repeated. The undersigned certifies that he/she is authorized to sign this contract for advertising in *The Valley Catholic Newspaper*.

X \_\_\_\_\_  
Advertiser/Authorized Signature

\_\_\_\_\_  
Date

### Press Ready Artwork

Email or save digital media to disk and send complete artwork using Adobe Acrobat PDF or Adobe Illustrator EPS to [klevesque@dsj.org](mailto:klevesque@dsj.org) or mail to 1150 North First Street, Suite 100, San Jose CA 95112-4966.  
*The Valley Catholic Advertising Policy (page two) is an integral part of this Agreement.*

# THE VALLEY CATHOLIC

## ADVERTISING POLICY

*The Valley Catholic* accepts insertion orders for Display Advertising, Business Directory Advertising, Classified Advertising and Preprinted Inserts.

In the absence of a contract, all advertising will be billed at the OPEN RATE.

Frequency discounts and Cash with Copy discounts are available. Advertising agencies will be afforded a 15% discount when using the open rate only. No commission to agencies is available on any other rate. Terms: 30 days. Contracts run during each fiscal year (July 1 to June 30), starting any date within that period.

All display and business directory advertising will be submitted camera ready. Graphic consultation, typesetting and layout services are available at the rate of \$50 per hour.

Political advertising is not accepted. The word "Advertisement" will be used with copy, which, in the opinion of *The Valley Catholic*, resembles editorial matter.

Terms: 30 days net. *The Valley Catholic* will levy a charge of 1.5% monthly, 18% annually, on balances unpaid over 30 days.

Accounts receiving specified contract rates, but not paid prior to the last day of the month following the month of publication, will have their contract rendered void. These accounts will be billed for all advertising space used. Otherwise, advertising space used (and unpaid by the last day of the month following the month of publication) will be billed at *The Valley Catholic's* one-time rate.

*The Valley Catholic* shall be under no liability whatsoever by reason of any error, for which *The Valley Catholic* may be responsible, in any advertising beyond the cost of the space actually occupied by the advertisement.

*The Valley Catholic* shall be under no liability for their failure for any cause to insert an advertisement.

If *The Valley Catholic* is unable to publish any edition or editions of *The Valley Catholic* because of orders, restrictions or prohibition of the United States Government or any Agency thereof, newsprint unavailability, strike, war, or natural disaster, *The Valley Catholic* shall not be liable in any manner except to refund any prepayments received from the Advertiser.

*The Valley Catholic* reserves the right to reject any advertising it feels is not in keeping with our publication standards. *The Valley Catholic* assumes absolutely no obligation, responsibility or liability for subject matter contained in copy placed by its Advertisers or their Agents. The Advertiser agrees that all materials and copy furnished will comply with all State and Federal laws and regulations. It is also understood that the Advertiser and the Agency placing such advertising jointly and separately agree to indemnify *The Valley Catholic* against all expense, loss or damage incurred or sustained by reason of printing such copy.

*The Valley Catholic* will not be responsible for art work and/or printing material left at its offices over ten days. Advertising layouts and copy prepared by paid employees of *The Valley Catholic* are the property of *The Valley Catholic* and cannot be reproduced in other media without express consent.

Insertion orders containing incorrect rates or conditions will be inserted and charged at the appropriate schedule of rates and conditions in force at the time or in the Advertising Contract. Such errors will be considered clerical only.

*The Valley Catholic* Ad Packet is an integral part of this Advertising Policy.

I acknowledge that I have received a copy of this Advertising Policy.

Advertiser / Agent: \_\_\_\_\_

Name of Business or Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

X  
Signed (Agency Representative or Advertiser) \_\_\_\_\_ Date \_\_\_\_\_