

CatholicPhilly.com



2014 Advertising Media Kit



About CatholicPhilly.com

CatholicPhilly.com is official news website of the Archdiocese of Philadelphia and the digital successor to The Catholic Standard & Times newspaper.

CatholicPhilly.com is updated every day with local news from the five counties of the Archdiocese: Bucks, Chester, Delaware, Montgomery and Philadelphia.

The site also covers regional, national and international news of interest to Catholics plus Catholic commentary and catechesis.

As of April 2014, CatholicPhilly.com hosts over 63,000 visitors and has over 110,000 pageviews per month. CatholicPhilly serves over 400,000 ad impressions per month.

Data provided by Google Analytics (TM).





CatholicPhilly.com Visitors at a Glance

Demographic data is provided and certified by Quantcast (TM)

<u>Gender</u>		<u>Income</u>	
Male	46%	\$0 to \$50K	36%
Female	54%	\$50K to \$100K	36%
		\$100K to \$150K	17%
		\$150k and up	12%
<u>Age</u>		58% of CatholicPhilly visitors earn over \$50,000 per year.	
<18	16%		
18-24	7%		
25-34	15%		
35-44	19%		
45-54	21%		
55-64	15%	61% of CatholicPhilly visitors have a college degree.	
65+	7%		



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Editor's Picks

Christians must work together to protect religious freedoms, pope says

White House, farm advocates mull cuts to SNAP; silence from Congress

Unabashed piety, soulful music might make 'Black Nativity' new Christmas classic

Posted in **Local News**, on November 26th, 2013

Governor touts state transportation bill on

Small Block Ad

- 180 pixels x 150 pixels
- \$21 per 1,000 impressions

Banner Ad

- 728 pixels x 90 pixels
- \$27 per 1,000

An active road construction project formed the visual backdrop for the gathering.

Senior Move-In Special

SAVE \$3,500!

Limited time offer! Act Now

THE MANOR AT ST. MARY'S
The affordable alternative to assisted living.

Perhaps another reason for the location was the presence of the chairman of the Senate Transportation Committee, Sen. John Rafferty Jr. (R-Montgomery, Chester counties), a parishioner of St. Teresa of Avila Parish and a key legislator who helped pass the bill.

He and Corbett thanked Father Jerome Wild, pastor of the parish, for hosting the ceremony. "This is a temporary inconvenience but a permanent improvement," Corbett told the priest.

The frontage of the parish property lies along one of Montgomery County's most heavily travelled roads, Trooper Road. That feeds traffic into Route 422, one of the region's main traffic arteries. Congestion is common on any given day, including travel to and from the parish church.

"The need to address traffic is recognizing how vibrant this parish is," said Father Wild, "and how vital is the mission of St. Teresa of Avila to serve the community and witness to the Gospel, and the larger mission of the church."

Corbett, Rafferty and other speakers lauded the bipartisan effort to bring the bill to the governor's desk, despite



Sen. John Rafferty (left) and Gov. Corbett meet with Father Jerome Wild, pastor of St. Teresa of Avila Parish.

churches, factories:

Farrell named head of charitable organizations Meeting of Families



Pontifical Mission Societies

governed by the Pope help Missionaries bring Jesus to the world mostly in countries where the Church is new, young or poor. They play a crucial role in combating poverty, disease, injustice & exploitation.

Please give to the work of Catholic Missionaries

www.phillymissions.org to donate and to find out how to support the Church's Mission

Catholic Mission Societies

Block Ad

- 300 pixels x 250 pixels
- \$25 per 1,000 impressions

Tower Ad

- 160 pixels x 600 pixels
- \$25 per 1,000 impressions

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Tools Topics

Sprint **FREE Samsung Galaxy S 4 mini** Today Only

Posted in **Local News**, on November 26th, 2013

Governor touts state transportation bill on

Mobile Banner Ad

- 620 pixels x 90 pixels
- \$16 per 1,000 impressions

CatholicPhilly offers advertisers many targeting options such as;

- *Geo (i.e. county or zip code)*
- *Demographics*
- *Operating system*
- *And more*

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Tools Topics

community supporters of the bill and numerous elected state and county officials to an area just off the rectory's front steps.

An active road construction project formed the visual backdrop for the gathering.

ACT NOW

South Jersey's Premiere Catholic Cemeteries

Leave Solutions For Your Family, Not Problems

CATHOLIC CEMETERIES
DIOCESE OF CAMDEN
Rest in His loving arms

Click Here to Learn More or Call: 800-594-4980

Mobile Block Ad

- 300 pixels x 250 pixels
- \$16 per 1,000 impressions

See advertising rate card on the next page.

Perhaps another reason for the location

Ad Type	Tower	Block	Banner	Small Block	Banner	Block
Platform	Desktop	Desktop	Desktop	Desktop	Mobile	Mobile
Cost per 1,000 Impressions	\$25 per 1,000	\$25 per 1,000	\$27 per 1,000	\$21 per 1,000	\$16 per 1,000	\$16 per 1,000
5,000 impressions	\$125.00	\$125.00	\$135.00	\$105.00	\$80.00	\$80.00
10,000 impressions	\$250.00	\$250.00	\$270.00	\$210.00	\$160.00	\$160.00
20,000 impressions	\$500.00	\$500.00	\$540.00	\$420.00	\$320.00	\$320.00
30,000 impressions	\$750.00	\$750.00	\$810.00	\$630.00	\$480.00	\$480.00
40,000 impressions	\$1,000.00	\$1,000.00	\$1,080.00	\$840.00	\$640.00	\$640.00
50,000 impressions	\$1,250.00	\$1,250.00	\$1,350.00	\$1,050.00	\$800.00	\$800.00
60,000 impressions	\$1,500.00	\$1,500.00	\$1,620.00	\$1,260.00	\$960.00	\$960.00
70,000 impressions	\$1,750.00	\$1,750.00	\$1,890.00	\$1,470.00	\$1,120.00	\$1,120.00
80,000 impressions	\$2,000.00	\$2,000.00	\$2,160.00	\$1,680.00	\$1,280.00	\$1,280.00
90,000 impressions	\$2,250.00	\$2,250.00	\$2,430.00	\$1,890.00	\$1,440.00	\$1,440.00
100,000 impressions	\$2,500.00	\$2,500.00	\$2,700.00	\$2,100.00	\$1,600.00	\$1,600.00

See contact info and creative guidelines on next page.

How many times will my ad be seen?
As of April 2014, CatholicPhilly serves over 400,000 ad impressions per 30 days as verified by Google Analytics.

What is CPM?
CPM is Cost per 1,000 Impressions. As an advertiser you pay \$25 for every 1,000 times your ad is seen on CatholicPhilly.

Do I have to buy all 400,000 impressions?
No, we can customize a rate plan to fit any budget and you can buy as many impressions you like. The minimum is 5,000 impressions.

How much will my ad will cost?
It is \$25 per 1,000 impressions with a minimum of 5,000 during a 30 day period. Example; \$25 x 5 = \$125 for 5,000 impressions over a 30 day period. 20,000 impressions would be \$25 x 20 = \$500. And so on.

How do I know if my ad received the impressions I ordered?
Our ad system designed by Google tracks all ads daily and provides reporting. We can issue you a report at the end of your ad campaign to verify your impressions.

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**To ensure ads achieve impression goals; all ads rotate throughout the site.*

***You may request a specific section but it is subject to inventory availability.*

***Files accepted for copy include .JPEG, .GIF (including animated), .PNG. Contact us for others.*

****Ad design is available from our staff at NO CHARGE.*

**Contact us for more information: Matt Ferrare, Advertising Manager 215-587-3662,
mferrare@archphila.org**