



**2018-2019  
Media Kit**





CatholicPhilly.com is the official news website of the Archdiocese of Philadelphia. It is updated every day with local news from Southeastern Pennsylvania including Bucks, Chester, Delaware, and Montgomery counties and Philadelphia.

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

Age breakdown of our readers

Under 18 = 11%    35-44 = 18%

19-24 = 8%        45-54 = 23%

25-34 = 12%      Over 65 = 9%

88% of our visitors come to our website more than once per week.

81% our visitors come to our website more than 3 times per week.

37% increase in traffic over last year.

# Why Advertise with CatholicPhilly

## Customer Service

Our approach is to have human beings handle every ad. Every ad is placed on the website by a person who also will monitor the performance daily and make suggestions when needed.

## High Quality Ads

We believe all ads are not created equal Our goal is to sell advertising that complements our quality content in ad positions that have been tested to produce the best results.

## Better Results

Our approach provides better results than the industry. The average click-through rate in the industry is .08% according to a 2017 Sizmak Report. CatholicPhilly.com generates over twice as many clicks at .21%.

## BANNER AD

Displays at the top of the page above the headline

970 pixels x 90 (desktop)

320 pixels x 50 (mobile)

\$6 per 1,000 impressions

**CABRINI COLLEGE** 35th anniversary 24,000+ years of continuous service

Unlock your potential now >

**Local News**

**Seminarians, deacon candidates receive ministry at St. Charles Seminary**

For the Archdiocese of Philadelphia, seminarians will spend the next 18 months at St. Charles Seminary in Philadelphia, Pennsylvania, where they will receive their formation for the priesthood. The seminary is a place where they will learn to live the Gospel, which they will then bring to the people.

Seventy students for the Bishop's Office in the Archdiocese of Philadelphia will be attending St. Charles Seminary in Philadelphia, Pennsylvania, where they will receive their formation for the priesthood. The seminary is a place where they will learn to live the Gospel, which they will then bring to the people.

Cabrini Project is a new line of service to help people in need. The project is a new line of service to help people in need. The project is a new line of service to help people in need.

## TOWER AD

Displays on right-hand side of the page and stays with the reader as they scroll.

300 pixels x 600 pixels

\$6 per 1,000 impressions

**THE MERCIES OF MARY**

A book of devotion to the Most Holy Mother of God

**AN ANTHONY NEWARK MERCY**

AN ANTHONY NEWARK MERCY

## BLOCK AD

Displays in between the paragraph in every story.

300 pixels x 250 pixels on both desktop and mobile

\$6 per 1,000 impressions

Share this story

Twitter Facebook Google+ Email Print

**A NEW VISION**  
CATHOLIC MISSIONARY

Catholic Project missionary Adam Crick spoke to the attendees about his experiences, which he described as "an incredible adventure."

Living in community with other missionaries has been rewarding for him, and he noticed the different backgrounds of each person and how they came together as a team. Community life, for a family, gave him a resource while living the missionary life.

Formation in the Christian life has been integral in giving Crick confidence to relate on an interpersonal level with someone who is "not yet a life," he said, or even considering how to love from a distance.

His time as a Catholic Project missionary made him feel truly Catholic and he was able to encounter Jesus authentically, he said, adding that encouraging others taught him who he is as a person.

Prayer is also an important part of the missionary life, and Crick said it helped him realize that he could lift up others as he reached them through radio to groups and individual missionary.

The branch's keynote speaker, Sister Maria Karam, a Sister of Life from New York City, opened in a particular way of Philadelphia's Catholics. She recalled how Philadelphia connects with each other by what parish they belong to, and her eyes twinkled as she spoke about her parish life growing up in South Philly.



- Our staff can customize an advertising solution to fit your strategy and budget.
- Some of our additional advertising solutions include; geo-targeting, email newsletter sponsorship, mobile advertising, and section sponsorship.
- Our staff can design your ad at no additional charge.

**Email or call us for more information;**

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