

*Vermont Catholic* has a circulation of approximately 10,000 — primarily paid subscriptions, but also distributed at all of the Catholic churches, schools, and residential care homes in the Diocese of Burlington, covering the entire state of Vermont, with some distribution outside of the state.

*Vermont Catholic* has been recognized as one of the top diocesan magazines for five years in a row by the Catholic Media Association, competing against all diocesan magazines in the U.S. and Canada. You can view the current and past issues at: [vermontcatholic.org/magazine](http://vermontcatholic.org/magazine).

## Space & Copy

Size Ad	Dimensions	1X	2X-3X	4X+
Full Page	7.875" x 10.25"	\$750	\$650	\$550
Half Page (vertical)	3.75" x 10.25"	\$375	\$325	\$275
Half page (horizontal)	7.875" x 5"	\$375	\$325	\$275
Quarter page	3.75" x 5"	\$200	\$175	\$150
Eighth page	3.75" x 2.375"	\$125	\$100	\$75

## Deadlines

Spring 2023	Summer 2023	Fall 2023	Winter 2023
February 24	May 26	August 25	November 22



*New opportunity!*  
Reach more Catholics in Vermont by adding  
a sponsorship to Vermont Catholic Professionals.

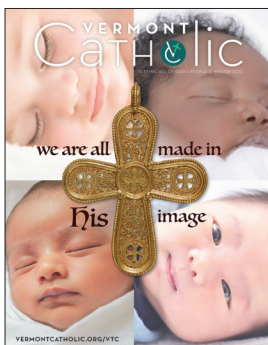
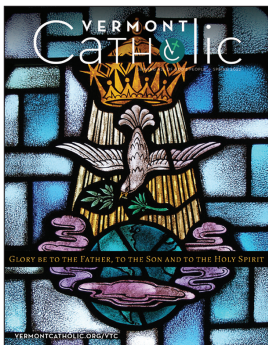
Vermont Catholic Professionals (VCP) is a group of individuals involved in the business and professional communities in Vermont. VCP holds quarterly networking breakfasts that feature interesting, relevant Catholic speakers and provide a great opportunity for networking that will encourage intellectual discussions, to foster professional and faith-based relationships and to inspire service and charity to the community in Vermont.

By becoming a VCP sponsor your organization's name and logo will be:

- featured as a sponsor on the VCP webpage, [vermontcatholic.org/vcp](http://vermontcatholic.org/vcp)
- featured as a sponsor in the presentations for the quarterly networking breakfasts
- featured as a sponsor on signage at the quarterly networking breakfasts

## Combined *Vermont Catholic* ad and Vermont Catholic Professionals sponsorship

Size Ad	Dimensions	1X	2X-3X	4X+
Full Page	7.875" x 10.25"	\$1000	\$800	\$600
Half Page (vertical)	3.75" x 10.25"	\$500	\$400	\$350
Half page (horizontal)	7.875" x 5"	\$500	\$400	\$350



## Vermont Catholic Advertising Policies — 2023

### Terms & Conditions

- *Vermont Catholic* reserves the right to reject, omit or discontinue any ad copy and/or advertiser considered to be objectionable, contrary to the teachings of the Roman Catholic Church, or not recognized by the Bishop of the Diocese of Burlington.
- Advertising in each issue of *Vermont Catholic* cannot exceed 10 percent of the magazine's total 84 pages. New advertisers should reserve ad space at least a month in advance of the artwork deadline. *Vermont Catholic* reserves the right to refuse an ad should advertising in a particular issue exceed the 10 percent limit. This does not apply to sponsors, long-term advertisers and advertisers who already committed to multiple ad runs.
- All copy and design is subject to the approval of *Vermont Catholic*.
- *Vermont Catholic* reserves the right to insert the words "paid advertisement" above or below any copy.
- Positioning of advertisements is at the discretion of *Vermont Catholic* except where a request for a specific preferred position is acknowledged by *Vermont Catholic* in writing.

### Billing & Credit Terms

- Invoices are mailed via USPS within 10 days after the magazine is published.
- Payment terms are net 30 days and can be made by check.

### Printing Specifications

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").
- Ads can also be accepted as JPG and PNG — with all photos, logos, graphics being high resolution (300 dpi).
- All ads must be exact size at 100%, 300 dpi; see sizes on reverse side.
- Bleed allowance: We do not allow for bleed on ads.
- Submit files by e-mail to [mmcarroll@vermontcatholic.org](mailto:mmcarroll@vermontcatholic.org)

### Ad Creation

- If your organization is in need of design assistance, *Vermont Catholic* can provide a designer for no fee.
- Send basic ad information, company logo, and any other pertinent information at least two weeks prior to the ad reservation deadline.

### Contact

To become a *Vermont Catholic* sponsor or for more information, contact Mary-Margaret Carroll, art director, via email at [mmcarroll@vermontcatholic.org](mailto:mmcarroll@vermontcatholic.org).

