



**MEDIA KIT**

# WESTERN NEW YORK CATHOLIC NEWSPAPER

• [wnycatholic.org](http://wnycatholic.org) •

# DEMOGRAPHICS

Founded in 1871, the *Western New York Catholic* is the longest published Catholic newspaper on the East Coast. The newspaper and website provide news and information distributed across Western New York in 163 parishes.

*An “extremely well-written newspaper, masterful in its details and approach. Strong on human interest stories, Western New York Catholic is highly informative, with engaging articles and photographs.”*

Catholic Press Association

## **DISTRIBUTION**

- 43,000 issues distributed monthly in churches and religious communities
- 450 issues mailed directly to the homes of subscribers
- Overall readership exceeds 173,323 families and 600,925 Catholics
- Subscribers reside within the state of New York as well as 24 other states

## **WHAT'S SO SPECIAL ABOUT THE CATHOLIC MARKET?**

More than just the largest single Christian faith, more than just people who share a common religion, the Catholic market is one of the most dynamic of all consumer markets. Compared to the general population, Catholics are more likely to:

- Own their own home
- Be in professional or managerial positions
- Buy a third car
- Have a college and a graduate degree
- Dine out more than the population in general

## **OUR READERS**

*Western New York Catholic* print issue readers are loyal, respectful and trusting people who are rooted in their local communities.



## **EDITORIAL CONTACT**

**Western New York Catholic**  
Patrick McPartland, Managing Editor  
(716) 847-8743  
pmcpartland@buffalodiocese.org



## ***Western New York Catholic*** **Reporters and Photographer** **can help to tell your story**

From Lake Ontario to the rolling Allegheny hills and from the shores of Lake Erie to Letchworth, the Diocese of Buffalo is a big place. More than 600,000 Catholics live in the Diocese of Buffalo, and each person has a story to tell. Seniors living out their golden years, youth making a difference through service, teachers forming the next generation of leaders, priests and religious serving the faithful - These are the stories the *Western New York Catholic* shares.

The staff of writers and photographers at the *Western New York Catholic* are willing and able to help you tell your story to the Diocese of Buffalo. Please contact us at [wncatholic@buffalodiocese.org](mailto:wncatholic@buffalodiocese.org).



# AD DEADLINES

<u>Month</u>	<u>Focus Topic</u>	<u>Deadline Date: Focus Topic</u>	<u>Deadline Date: Regular Paper</u>	<u>Distribution Date</u>
January	Catholic Schools Week	December 3rd	December 10th	January 6th
February	Lent/Fish Fry/Finance/Black History Month/Weddings & Bridal	January 7th	January 14th	February 3rd
March	Lent/Fish Fry/Easter	February 4th	February 11th	March 3rd
April	Retreats-Shrines-Pilgrimages/Spring Events	March 4th	March 11th	April 7th
May	Healthy Living/Older Americans Month/Camps	April 8th	April 15th	May 5th
June	Cemeteries/Communications/Propagation of the Faith/ Summer Events	May 6th	May 13th	June 2nd
July	Lawn Fetes & Parish Festivals	June 3rd	June 10th	July 7th
August	Colleges & Universities/Back-to-School Shopping	July 8th	July 15th	August 4th
September	Back-to-School/Addiction-Recovery/Hispanic Heritage/ Autumn Events	August 5th	August 12th	September 1st
October	Respect Life/Craft Shows	September 9th	September 16th	October 6th
November	Vocations/Veterans Day/Gift Ideas & Holiday Bazaars/ Advent/Winter Events	October 7th	October 14th	November 3rd
December	Advent/Christmas/Religious Retirement Fund	November 4th	November 11th	December 1st

**Lent 2019:** March 6th - April 18th      **Advent 2019:** December 1st - December 22nd  
*Please note: Vocations has been moved from our February issue to our November issue.*



# PRINT ADVERTISING



## Save with a Frequency Agreement!

Frequency Discounts are offered on multiple recurring ads.

- 12 consecutive months - 20% Discount
- 6 consecutive months - 15% Discount
- 3 consecutive months - 10% Discount
- 6 non-consecutive months - 8% Discount
- 3 non-consecutive months - 5% Discount



## Size and Specs Chart

Page Size: 10.75" W x 12" H

*"This paper has a clean and inviting look, an attractive design throughout. It covers a wealth of local stories and relevant features."*

Catholic Press Association

**Package rates are offered**

**Full Page**  
9.75" x 10.875"

Full Color - \$1,550

BW - \$1,300

**Half Page Vertical**  
4.75" x 10.31"

Full Color - \$825

BW - \$675

**Half Page Horizontal**  
9.75" x 5"

Full Color - \$825

BW - \$675

**Quarter Page Vertical**  
4.75" x 5"

Full Color - \$450

BW - \$350

**Quarter Page Horizontal**  
9.75" x 2.35"

Full Color - \$450

BW - \$350

**Eighth Page Vertical**  
2.25" x 5"

Full Color - \$250

BW - \$175

**Eighth Page Horizontal**  
4.75" x 2.35"

Full Color - \$250

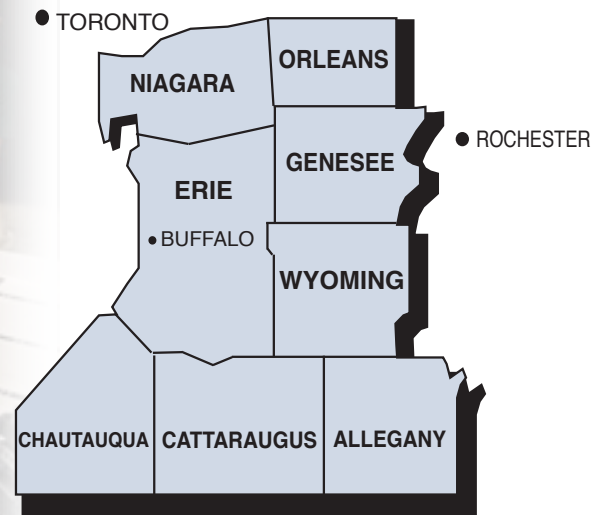
BW - \$175

**Sixteenth Page**  
2.25" x 2.35"

Full Color - \$145

BW - \$95

# PRINT ADVERTISING



**Total Circulation**  
**Eight Counties . . . 6,455 square miles!**  
**600,925 Catholics**  
**Print Run . . . 45,000**

- Published **Monthly** and distributed on the **first** weekend of the month to **ALL** Catholic parishes, other Catholic facilities and 40 Tops Friendly Markets within the Catholic Diocese of Buffalo. **HUNDREDS** of subscribers also receive our publication through the U.S. Postal Service.
- Camera Ready Ads are gladly accepted as PDF & JPG files. Camera Ready Ads must be sized according to proper Specs (page 5). In the event that an ad is not sized properly and there is no ability to resize the ad in a timely manner by the client, the *Western New York Catholic* reserves the right to resize the ad. The *Western New York Catholic* does not “float” ads due to incorrect sizing.
- Once the decision is made to advertise in the *Western New York Catholic* newspaper and you know the message you want to convey to our Audience, our **Award-Winning on-staff Graphic Designer** can create your ad at **No Additional Cost** to you. Our Designer can take your ideas to the next level and give the finished work a professional polish that’ll attract the reader’s eye. Our Designer will then take the approved ad materials and format the files for the printing press. We can also create different versions of one ad, for a multiple-month ad campaign. Our Graphic Designer has the creative talent and tools to update existing ads and to create a similar digital version for online use at [www.wnycatholic.org](http://www.wnycatholic.org).
- To begin the process of creating your ads for the *Western New York Catholic*, contact our Advertising Coordinator today at 716-847-8736.
- Four-color (4C) printing process - standard on all color ads.
- The publisher reserves the right to decline any advertising or editorial deemed inappropriate or in conflict with the teachings of the Roman Catholic Church.
- The *Western New York Catholic* respectfully declines any political advertising.

## ADDITIONAL PRINT ADVERTISING OPTIONS ...

**Advertorials** - an extended text advertisement coupled with a standard advertisement that promotes the advertiser's product or services but resembles an editorial in style and layout. Advertorials are accepted in Full or Half Page sizes only.

A Client's **Circulars or Inserts** inserted by machine at \$40 per thousand, 43,000 piece requirement. Inserts **must be** delivered to **our printer** 2 weeks after the associated deadline dates located on page 4. Clients who require assistance with printing services for their circulars or inserts should contact our Advertising Coordinator for details and a separate price sheet.

**What's Happening?** is printed in each monthly issue. Classified style publishing rates are: 1 to 20 words \$20; 21-30 words \$30; 31-40 words \$40; 41-50 words \$50. There is a 50 word maximum. **The deadline for submission is the 10th of the month prior to publication.**

- Classified ads are not published in the *Western New York Catholic* newspaper. This includes advertisements for *Help Wanted, Real Estate, Business Services, Items for Sale, Personal Notices, etc.*
- Email [pmcpartad@buffalodiocese.org](mailto:pmcpartad@buffalodiocese.org) with the *What's Happening?* content. You may also call (716) 847-8743.

**52 Western New York Catholic**  
**WHAT'S HAPPENING**

**Adoration**  
weds, confessions will be held from 11:30 a.m. to noon, 1 to 2 p.m., and accessible and on-site parking. [www.stmichaelbuffalo.org](http://www.stmichaelbuffalo.org)

**Alton** - Adoration is held at St. John the Baptist Parish, 2021 Sandridge Rd., every Friday in the church at 7:30 a.m., followed by Mass with the schoolchildren at 8:30 a.m. First Holy Adoration 7:30 a.m. to 8:25 a.m., followed by Mass at 8:30 a.m. Adoration from 9:30 a.m. to 7:00 p.m. in the school building with Benediction of the Blessed Sacrament.

**Arcade** - Adoration is held at St. Mary Parish, 417 West Main St., Thursdays and Fridays from 9:53 a.m. to 7 p.m. 585-692-5330

**Buffalo** - Exposition of the Holy Eucharist takes place at Copius Christi Church, 199 Clark St., Wednesdays to Fridays from 7:00 p.m. to 10:00 p.m. The first day of each month in the church from 7:00 p.m. to 10:00 p.m.

**Buffalo - SS. Columbian** - Adoration every 9 p.m.

**Buffalo** - St. Michael Church, 651 Newington St., offers Eucharistic adoration at the Sacred Heart Shrine each day, 5:15 p.m., and Sunday sessions weekdays from 11:30 a.m. to noon, and 4:30 to 5 p.m. on Sat.

**Buffalo** - St. Stanislaus Parish holds a Holy Hour with Eucharistic adoration every First Friday of April through December, from 6:30 to 7:30 p.m. in the church at 123 Townsend St.

**Catsaraaga** - Eucharistic adoration takes place every Thursday at St. Mary Parish, 6 North St., with exposition at 10 a.m., followed by all day adoration and benediction at 7 p.m. Concession available daily exposition at 9:30 a.m. after 9 a.m. Mass, followed by the Holy Hour and silent adoration with benediction concluding at 10:30 a.m.

**Depew** - Eucharistic adoration is held on the First Blessed Mother Festival at Calcutta Parish, 456 Terrace Blvd., beginning with the 8 a.m. Mass and concluding at noon. The adoration is held at 11 a.m.

**Keweenaw** - Eucharistic adoration is held at St. John Neumann Chapel at St. John the Baptist Parish, Englewood Road through Friday, Oct. 4 p.m., Holy Hour Fridays, 1 to 2 p.m., Holy Hour

**Lancaster** - Our Lady of Pompeii, 158 Lawrence Ave., holds adoration of the Blessed Sacrament every First Friday from noon to 8 p.m. The Divine Mercy Chaplet is prayed every First Friday from 12:30 to 1 p.m. St. Mary's Hill (corner of 1 N. Ames St. and St. Joseph St.) 716-663-6445

**North Tonawanda** - St. Jud's, 800 Niagara Falls Blvd., holds Eucharistic adoration on Wednesdays from 8:30 a.m. to 8 p.m. 716-694-0540

**Orchard Park** - Eucharistic adoration takes place at Nativity of Our Lord Church, 43 Angyle Place, 447 716-998-0293 or 716-662-9239

**Orchard Park** - St. Bernadette Church, 5030 South Abbott Road, offers Holy Hour Eucharistic adoration every 9 p.m. Everyone is welcome. 716-649-2090

**Orchard Park** - The Perpetual Adoration Chapel at Christ the King Church, corner of Main Street and Laramie Drive, is open to the public from 7 a.m. to 7 p.m., seven days a week, for anyone who wishes to adore the Blessed Sacrament. Enter the church through the door under the arch between the school and church.

**South Buffalo** - St. Martin of Tours Parish, 1140 Abbott Road, provides daily Eucharistic adoration 24/7. Anyone interested in being a weekly adorator or a substitute, call Don Graham at 716-922-0293. A security code is needed from 8 p.m. to 8 a.m.

**Tonawanda** - Night of Two Hearts, all night adoration, honoring the Sacred Heart of Jesus and the Immaculate Heart of Mary takes place at St. Ann's Church, 2969 Eggert Road, from 8 p.m. to 8 a.m. on each First Friday of the month to 8 a.m. Saturday.

**Tonawanda** - Blessed Sacrament Church in the Town of Tonawanda, 283 Clairmont Ave., offers Eucharistic adoration in the Divine Mercy Chapel every Wednesday from 8:30 a.m. until 6:10 p.m. followed by a Mass. Adoration is \$1. Refreshments available.

**West Seneca** - Queen of Heaven Parish, 4220 Seneca St., provides daily Eucharistic adoration to 5:30 p.m. on Sunday. New and gently used items, homemade baked goods, Vaseline lotions, house & basket lunches, breakfast sandwiches & lunch items.

**Williamsville** - St. Gregory the Great Parish, 200 Gregory Court, offers adoration of the Blessed Sacrament 24/7. A security code is needed from 9 p.m. to 6 a.m. 716-688-5678

**Buffalo/Black Rock** - A Charismatic prayer meeting, Prayer and Praise, will take place in the church hall at Assumption Parish, 425 Archer St., (use the Peter Street entrance) every Thursday from 7 to 8 p.m.

**North Tonawanda** - A Charismatic prayer meeting takes place at St. Jude the Apostle Parish every Thursday from 7 to 8:30 p.m.

**Christmas Events**  
Holiday Treasure Gala Sale at the Response to Love Center, 130 Koppers and Salsar, Dec. 1 from 9 a.m. to 2 p.m. Admission is \$1. Refreshments available.

**SS. Peter & Paul Parish**, 38 Free St., Hamburg Christmas Bazaar, Saturday, Dec. 1 - 9 a.m. to 5:30 p.m. and Sunday, Dec. 2 - 8 a.m. - 2 p.m. New and gently used items, homemade baked goods, Vaseline lotions, house & basket lunches, breakfast sandwiches & lunch items.

**Fall Festival**  
Our Lady of Hope Parish.

**Charismatic Prayer Meeting**  
Buffalo/Black Rock - A Charismatic prayer meeting, Prayer and Praise, will take place in the church hall at Assumption Parish, 425 Archer St., (use the Peter Street entrance) every Thursday from 7 to 8 p.m.

**Plateau** - Respite, January every 1st Friday. Prayers requests will only be accepted via email. Hand written and typed submissions will not be accepted. Thank you. Please submit requests to [wp@plateau.org](mailto:wp@plateau.org) or [ol@plateau.org](mailto:ol@plateau.org).

**Lafayette Avenue and Grant Street**, will hold a Fall Festival on Saturday, Nov. 3 at 2 p.m., offering four gifts valued at \$100 each, social beverages, baked goods and beverages. \$5 admission includes coffee, dessert and a sheet of raffie tickets. 716-685-2469.

**November 2018**

**PROMISE TO PROTECT PLEDGE TO HEAL**

If you have been abused or victimized by a member of the Catholic clergy... Please indicate your ministry for help and healing. Disclosure of Buffalo Area... We are available to obtain support for your healing. We help you take a personal step towards healing. No representation. Open to all. This is a confidential service. The office of Buffalo is a confidential service.

(716) 895-3814

**Is your advertising plan hitting the mark?**

Make your point in the Western New York Catholic

Call Barry Tills (716) 847-8743  
email: [conrad@buffalodiocese.org](mailto:conrad@buffalodiocese.org)

# ONLINE ADVERTISING

Advertisers can extend their reach to on-the-go readers seeking news, entertainment, spiritual formation and commentary. Updated daily, [wnycatholic.org](http://wnycatholic.org) includes stories from the print issue, photos and bonus content. A downloadable PDF allows the current print issue to be read on tablet and mobile devices.



## Rates and Sizes

### BANNER AD

728 pixels wide x 90 pixels high

\$100 per month

**SAVE**  
WITH A PRINT/WEB  
ADVERTISING COMBO

#### Details:

- 10% off when both print/web ads are purchased
- Color or BW Accepted

### LARGE RECTANGLE AD

300 pixels wide  
x  
250 pixels high

\$50 per month

### TOWER AD

260  
pixels wide  
x  
600  
pixels high

\$75 per month

## ONLINE IMAGE SPECIFICATIONS ...

All online advertisements must conform to the following specifications:

#### Accepted file formats:

JPG (RGB color mode) and GIF (index color mode)

**File size:** 72 dpi

#### Animation:

Permitted (maximum duration 10 seconds)





# AWARDS



## CATHOLIC PRESS ASSOCIATION

### AWARDS

The *Western New York Catholic* has regularly received recognition from the Catholic Press Association for the look and content of the paper.

In 2018, the paper was awarded first place for Newspaper of the Year and third place for Best Redesign. In the past, it has been honored General Excellence awards and recognized many times for Best News Writing, Best Feature Writing and Best Personality Profile, Best Photo Feature and Best Single Photo.

The *Western New York Catholic* has also received numerous awards for advertisements, including being honored for Best Single Ad-Color.

Shedding *Light* on Faith

WESTERN NEW YORK  
**CATHOLIC**

[www.wnycatholic.org](http://www.wnycatholic.org)

facebook [wnycatholic](https://www.facebook.com/wnycatholic) Twitter [@wnycatholic](https://twitter.com/wnycatholic)

**Subscribe Today!**



*"Excellent imagery.  
Minimal text yet message still clear.  
Well done."*

Catholic Press Association on Best Promotional House Ad

WESTERN NEW YORK  
**CATHOLIC**

# WESTERN NEW YORK CATHOLIC NEWSPAPER

## CONTACT:

**Darryl Tills**, Advertising Coordinator  
(716) 847-8736 • [dtills@buffalodiocese.org](mailto:dtills@buffalodiocese.org)



• [wnycatholic.org](http://wnycatholic.org) •



*The Western New York Catholic is one of the finest informative papers that are presented to everyone in the Diocese of Buffalo. Many articles that appear in the paper give many a wide source of what is happening in the Catholic Diocese from the Bishop, Clergy, Deacons, Lay people, from Churches, Schools, in addition to many programs such as Pro-Life, Family Life, Holy Name, Youth groups and many more that are offered to everyone.*

Raymond W. Zientara  
Executive Director, Diocesan Union of Holy Name Society