



THE RECORD NEWSPAPER



MEDIA KIT

2024



The Record Newspaper remains a resilient and relevant print publication even in a digital age.”

- Horizon Insight Readership Survey



ARCHDIOCESE
OF LOUISVILLE

WWW.THERECORDNEWSPAPER.ORG



THE RECORD—2024 PUBLICATION SCHEDULE

Summer publication dates and special sections are subject to change.

2024

JANUARY 4, 11, 18, 25

- 4 No publication this week
- 11
- 18
- 25 Vida Católica

FEBRUARY 1, 8, 15, 22, 29

- 1 Celebrating Catholic Schools Week
- 8 Lenten promotion begins, runs through March 28
- 15
- 22
- 29 Vida Católica, Volunteer Section

MARCH 7, 14, 21, 28

- 4 Home Improvement special ad promotion
- 14 Bridal Issue
- 21 Summer Camps special ad promotion
- 28 Vida Católica, Easter Issue

APRIL 4, 11, 18, 25

- 4 Shop Local special ad promotion begins, runs through May 9
- 11
- 18
- 25 Vida Católica

MAY 2, 9, 16, 23, 30

- 2 Picnic Guide Begins, runs through Sept. 12
- 9 Shop Local special ad promotion ends
- 16
- 23 Graduation Issue
- 30 Vida Católica

JUNE 6, 13, 20, 27

- 6
- 13
- 20
- 27 Vida Católica

JULY 4, 11, 18, 25

- 4 No publication this week
- 11 Back to School special ad promotion begins
- 18 Bridal Issue
- 25 Vida Católica

AUGUST 1, 8, 15, 22, 29

- 1 No publication this week
- 8
- 15 Back to School section, Back to School special ad promotion ends
- 22
- 29 Vida Católica

SEPTEMBER 5, 12, 19, 26

- 5 Home Improvement special ad promotion
- 12 Senior Health & Wellness, Picnic Guide ends
- 19
- 26 Vida Católica, Respect Life Month

OCTOBER 3, 10, 17, 24, 31

- 3
- 10 Archdiocesan Accountability Report
- 17
- 24
- 31 Vocation Awareness Week, Vida Católica, Christmas Showcase begins, runs through Dec. 19

NOVEMBER 7, 14, 21, 28

Special discount for veteran-owned businesses throughout the month

- 7 Discovering Catholic Schools, Veterans Day Celebration
- 14
- 21 Bridal Issue, Christmas Shop Local ad promotion
- 28 Thanksgiving Issue, Vida Católica

DECEMBER 5, 12, 19, 26

- 5
- 12
- 19 Christmas Issue, Vida Católica, Last run of the Christmas Showcase (Last issue of the year)
- 26 No publication this week

Schedule subject to change. Advance notice will be provided to advertisers.

Deadlines:

Space Reservation: Ad reservations close on Thursdays at 2 p.m. Please schedule an ad order no later than one week prior to the requested publication date. Late ads may be accepted based on available space.

Art Submission: If you require design assistance, supporting content and images must be submitted on Friday by 10 a.m. All print ready, high-res electronic art files should be submitted by Monday of the publication week.



THE RECORD—2024 DEMOGRAPHICS

AUDIENCE

57,000+ Households

92% Home Owners

60% Have an Income of \$92,000+

71% Married

57% College Graduates—holding a bachelor's degree or higher

77% Live in Jefferson Country

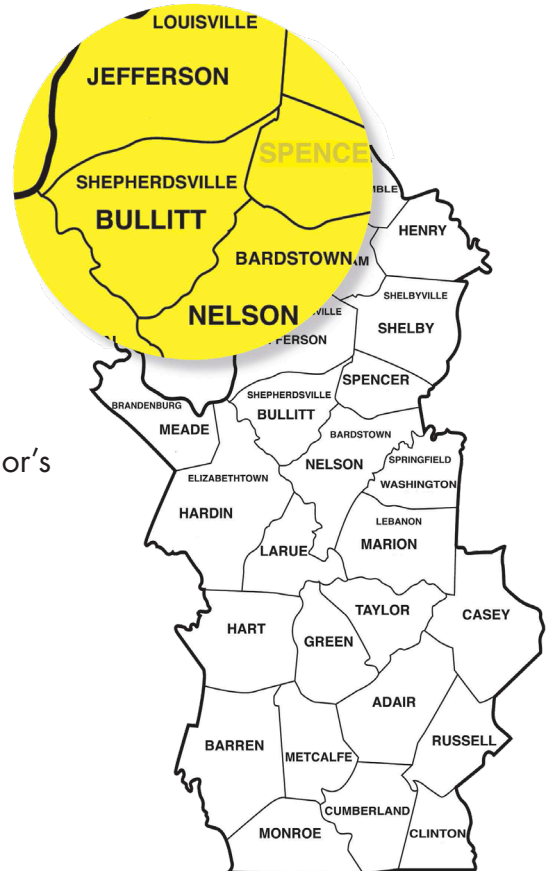
SERVING

110 Parishes

24 Counties in Central Kentucky

31,461 Students

49 Catholic Schools—K-12



LARGEST WEEKLY NEWSPAPER IN KENTUCKY.

Largest in-home delivery is in Jefferson, Bullitt and Nelson counties.

2023 Award Winner
Society of Professional Journalists,
Louisville Metro Journalism



2022 Award Winner
Catholic Press Association
of the United States and Canada





THE RECORD—2024 DISPLAY RATES

Display Advertising Rates: *All rates are per insertion and include color*

AD SIZE	1x	6x	12x	25x	50x
1/32 page <i>BW advertising \$50 discount</i>	\$160	\$150	\$138	\$130	\$120
1/16 page <i>BW advertising \$50 discount</i>	\$223	\$200	\$190	\$174	\$158
1/8 page <i>BW advertising \$75 discount</i>	\$420	\$387	\$353	\$320	\$286
1/4 page <i>BW advertising \$75 discount</i>	\$685	\$625	\$565	\$505	\$445
1/2 page <i>BW advertising \$100 discount</i>	\$960	\$875	\$790	\$705	\$620
Full page (inside) <i>BW advertising \$100 discount</i> <i>Back page advertising is based on availability.</i>	\$1,435	\$1,303	\$1,170	\$1,038	\$905

Available Ad Sizes: *Measurements are listed as w x h*

1/32:	3.22" x 2"
1/16:	3.22" x 3.8" • 4.91" x 2.5"
1/8:	3.22" x 7.8" • 4.91" x 5.2" • 6.61" x 3.9"
1/4:	3.22" x 15.6" • 4.91" x 10.4" • 6.61" x 7.8" • 10" x 5.2"
1/2:	4.91" x 21" • 10" x 10.4"
Full Pg:	10" x 21"

Deadline:

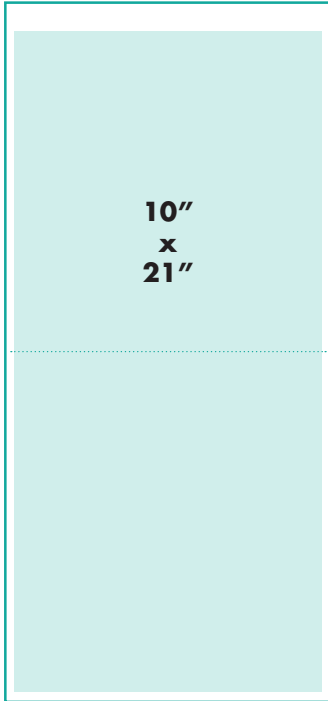
Space Reservation - Ad space must be reserved one week prior to the requested publication date – on Thursday by 2:00 p.m.

Art Submission - If you require art assistance, supporting content and images must be submitted on Friday by 10:00 a.m. All print-ready, high-res electronic art files should be submitted by end of business day on the Monday of the publication week.

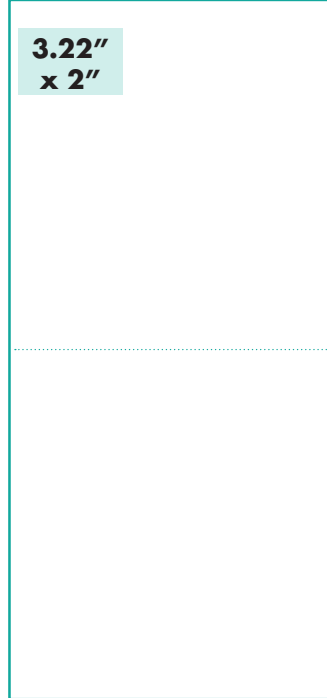


THE RECORD — 2024 DISPLAY ADS

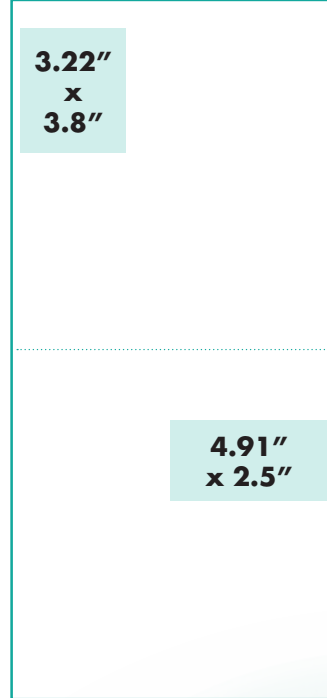
FULL PAGE



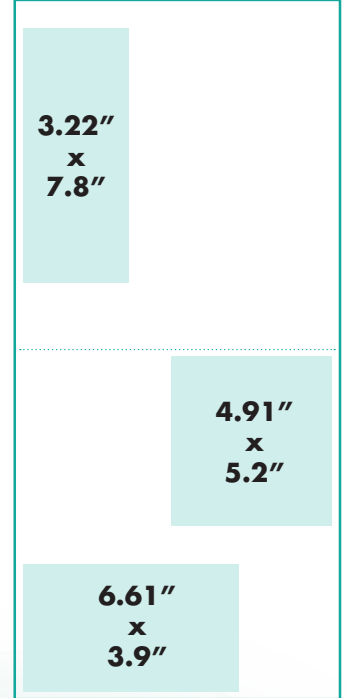
1/32 PAGE



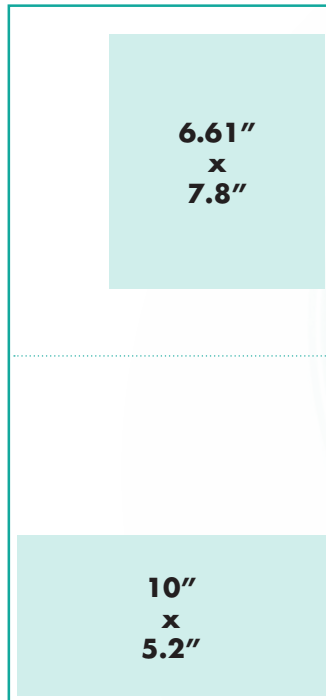
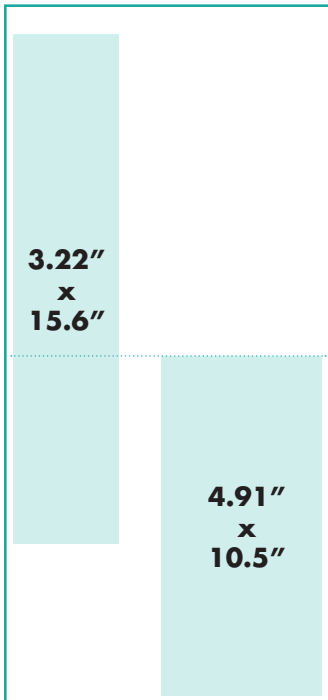
1/16 PAGE



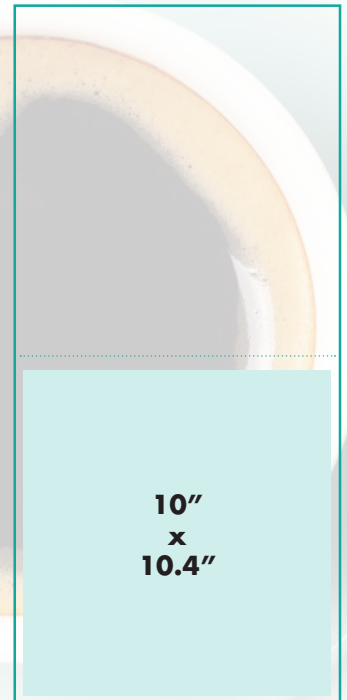
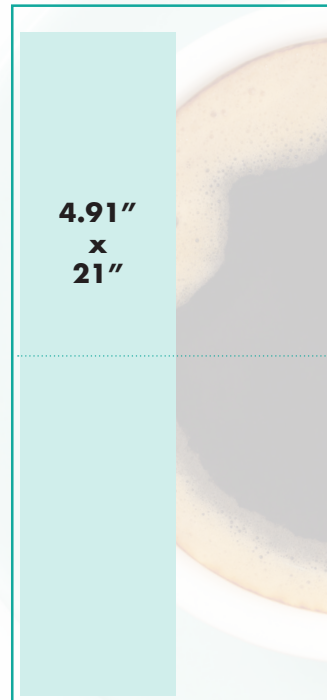
1/8 PAGE



1/4 PAGE



1/2 PAGE



ALL PRINT-READY ART SHOULD BE CMYK & 300DPI



THE RECORD — 2024 CLASSIFIED RATES

1x1

1-12 runs: \$26/wk
13-24 runs: \$22/wk
25-36 runs: \$20/wk
37-50 runs: \$16/wk

1x1.5

1-12 runs: \$39/wk
13-24 runs: \$33/wk
25-36 runs: \$30/wk
37-50 runs: \$24/wk

1x2

1-12 runs: \$52/wk
13-24 runs: \$44/wk
25-36 runs: \$40/wk
37-50 runs: \$32/wk

1x2.5

1-12 runs: \$65/wk
13-24 runs: \$55/wk
25-36 runs: \$50/wk
37-50 runs: \$40/wk

1x3

1-12 runs: \$78/wk
13-24 runs: \$66/wk
25-36 runs: \$60/wk
37-50 runs: \$48/wk

1x3.5

1-12 runs: \$91/wk
13-24 runs: \$77/wk
25-36 runs: \$70/wk
37-50 runs: \$56/wk

1x4

1-12 runs: \$104/wk
13-24 runs: \$88/wk
25-36 runs: \$80/wk
37-50 runs: \$64/wk

1x4.5

1-12 runs: \$117/wk
13-24 runs: \$99/wk
25-36 runs: \$90/wk
37-50 runs: \$72/wk

2x1

1-12 runs: \$52/wk
13-24 runs: \$44/wk
25-36 runs: \$40/wk
37-50 runs: \$32/wk

2x2

1-12 runs: \$104/wk
13-24 runs: \$88/wk
25-36 runs: \$80/wk
37-50 runs: \$64/wk



THE RECORD—2024 WEB ADVERTISING

theRecordnewspaper.org

AD Type	Size Rate	Cost per Month
Small Side Bar Ad	300px. x 100px.	\$125.00 <i>(run of site)</i>
Medium Side Bar Ad	300px. x 200px.	\$175.00 <i>(run of site)</i>
Large Side Bar Ad	300px. x 300px.	\$300.00 <i>(top position)</i> \$200.00 <i>(run of site)</i>
Banner Ad	728px. x 150px.	\$400.00 <i>(top position)</i> \$300.00 <i>(run of site)</i>

With the purchase of a three month package, receive the fourth month free.

AD Submission: Artwork can be submitted to record@archlou.org or directly to your sales contact. Files should be received on Monday by 2 p.m. for online placement on Wednesday.



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OF LOUISVILLE

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