



LENTEN DINING 2024



Publication Dates: FEBRUARY 1, 8, 15, 22, 29 — MARCH 7, 14, 21

Reservation Deadline: Noon, Thursday prior to requested publication date

Weekly color space is limited. Ad reservations are on a first come, first serve basis.

PRINT PACKAGE 1 (A):

A1. Display AD **Eight-week placement — \$795**

Includes:
Eight weeks of display advertising in our special Lent section.

A2. Display AD **Four-week placement — \$475**

Includes:
Four weeks of display advertising in our special Lent section.

PRINT PACKAGE 2 (B):

B1. Display AD **Eight-week placement — \$550**

Includes:
Eight weeks of display advertising in our special Lent section.

B2. Display AD **Four-week placement — \$290**

Includes:
Four weeks of display advertising in our special Lent section.

Change your print ad during the multiple run placement to feature special sales and promotions. Ad design services are available at no extra cost.

WEB ADVERTISING

ADVERTISE on theRecordnewspaper.org

AD size: 300 x 200 pixels (Side bar ad)

Color ad positioned in the right side bar.

Run of web site.

\$200.00 - eight-week placement

\$100.00 - four-week placement

AD size: 728 x 150 pixels (Banner ad)

Color ad positioned in the main body.

Run of web site.

\$250.00 - eight-week placement

\$150.00 - four-week placement

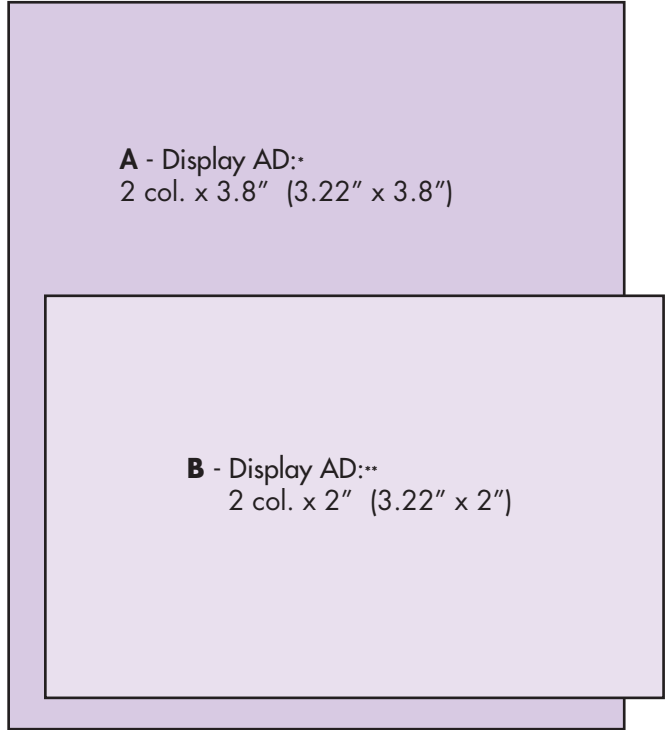
Receive a **FREE** online ad with the purchase of a full page print ad. Web ad runs the same week as the purchased print ad.

LENTEN DINING GUIDE

This is a text only listing that runs weekly in color or BW. Starting rate: \$30 per week. Includes parish name, address, dates, time and 10 descriptive words to highlight your fish fry. Longer descriptions may be included at an additional cost.

Contact: Kathy Augustine, Advertising Department
ph: (502) 471-2120 • kaugustine@archlou.org

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OTHER PROMOTIONAL RATES & AD SIZES:

All rates are per insertion and include color. BW advertising is available.

- 1/32 page -- 3.22" x 2" \$ 130
- 1/16 page -- 3.22" x 3.8" \$ 174
- 1/8 page -- 3.22" x 7.8" \$ 320
- 1/4 page -- 4.91" x 10.4" \$ 505
- 1/2 page -- 10" x 10.4" \$ 705
- Full page -- 10" x 21" \$ 1,038

DID YOU KNOW...

- The Record reaches 150,000+ readers with weekly in-home delivery
- Our readers have an average household income of \$92,000
- 57% of The Record's readers hold a bachelor's degree or higher
- 90% of our readership are homeowners
- The Record has a **FREE weekly online edition**. Read the paper in print or online at www.theRecordnewspaper.org