



THE RECORD NEWSPAPER



MEDIA KIT

2025

“*The Record Newspaper remains a resilient and relevant print publication even in a digital age.*”
- Horizon Insight Readership Survey



WWW.THERECORDNEWSPAPER.ORG



THE RECORD—2026 PUBLICATION SCHEDULE

Summer publication dates and special sections are subject to change.

2026

JANUARY 1, 8, 15, 22, 29

- 1 No publication this week
- 8
- 15
- 22 Lenten Dining Guide Begins
- 29 Celebrating Catholic Schools Week

FEBRUARY 5, 12, 19, 26

- 5 No publication this week
- 12
- 19
- 26 Volunteer Section

MARCH 5, 12, 19, 26

- 5 No publication this week
- 12 Bridal Issue
- 19 Summer Camps special ad promotion
- 26 Easter Issue

APRIL 2, 9, 16, 23, 30

- 2 No publication this week
- 9 Shop Local special ad promotion begins, runs through May 14
- 16
- 23
- 30

MAY 7, 14, 21, 28

- 7 No publication this week
- 14 Picnic Guide Begins, runs through Sept. 10
- 21 Graduation Issue
- 28

JUNE 4, 11, 18, 25

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

JULY 2, 9, 16, 23, 30

- 2 No publication this week
- 9 Back to School special ad promotion begins
- 16 No publication this week
- 23 Bridal Issue
- 30 No publication this week

AUGUST 6, 13, 20, 27

- 6 Back to School section, Back to School special ad promotion ends
- 13 No publication this week
- 20 Senior Health & Wellness ad promotion
- 27 No publication this week

SEPTEMBER 3, 10, 17, 24

- 3 Picnic Guide ends
- 10 No publication this week
- 17 Respect Life Month
- 24 No publication this week

OCTOBER 1, 8, 15, 22, 29

- 1 Archdiocesan Accountability Report
- 8 No publication this week
- 15 Home Improvement special ad promotion
- 22 No publication this week
- 29 Vocation Awareness Week, Christmas Showcase begins, runs through Dec. 17

NOVEMBER 5, 12, 19, 26

Special discount for veteran-owned businesses throughout the month

- 5 No publication this week
- 12 Discovering Catholic Schools; Bridal Issue
- 19 No publication this week
- 26 No publication this week

DECEMBER 3, 10, 17, 24, 31

- 3 Christmas Shop Local ad promotion
- 10 No publication this week
- 17 Christmas Issue, Last run of the Christmas Showcase (Last issue of the year)
- 24 No publication this week
- 31 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—2026 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

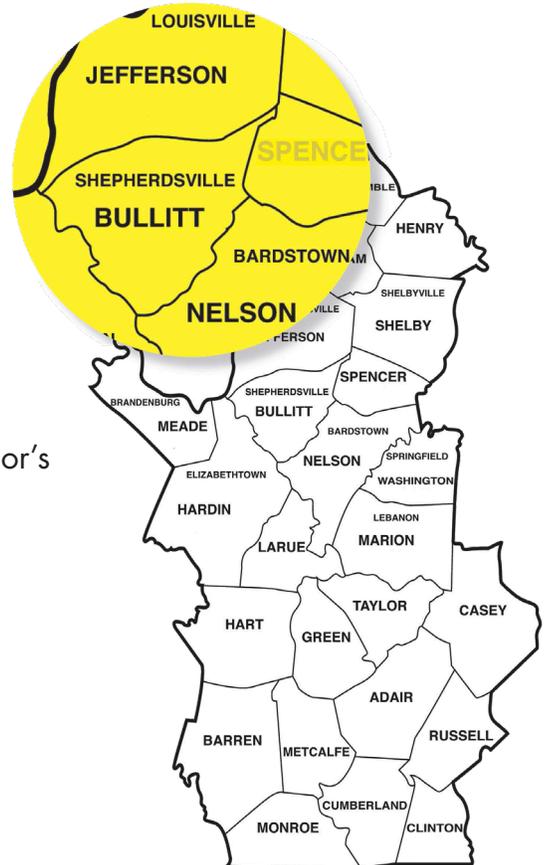
SERVING

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.

2024 Award Winner
*Society of Professional Journalists,
Louisville Metro Journalism*



2024 Award Winner
*Catholic Press Association
of the United States and Canada*





THE RECORD—2026 DISPLAY RATES

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

| AD SIZE | 1x | 6x | 12x | 25x | 45x |
|---|---------|---------|---------|---------|---------|
| 1/32 page <i>BW advertising \$50 discount</i> | \$194 | \$182 | \$165 | \$154 | \$145 |
| 1/16 page <i>BW advertising \$50 discount</i> | \$270 | \$242 | \$231 | \$220 | \$202 |
| 1/8 page <i>BW advertising \$75 discount</i> | \$508 | \$468 | \$437 | \$407 | \$382 |
| 1/4 page <i>BW advertising \$75 discount</i> | \$830 | \$747 | \$713 | \$663 | \$623 |
| 1/2 page <i>BW advertising \$100 discount</i> | \$1,162 | \$1045 | \$999 | \$940 | \$871 |
| Full page (inside) <i>BW advertising \$100 discount</i> <i>Back page advertising is based on availability.</i> | \$1,737 | \$1,563 | \$1,494 | \$1,407 | \$1,302 |

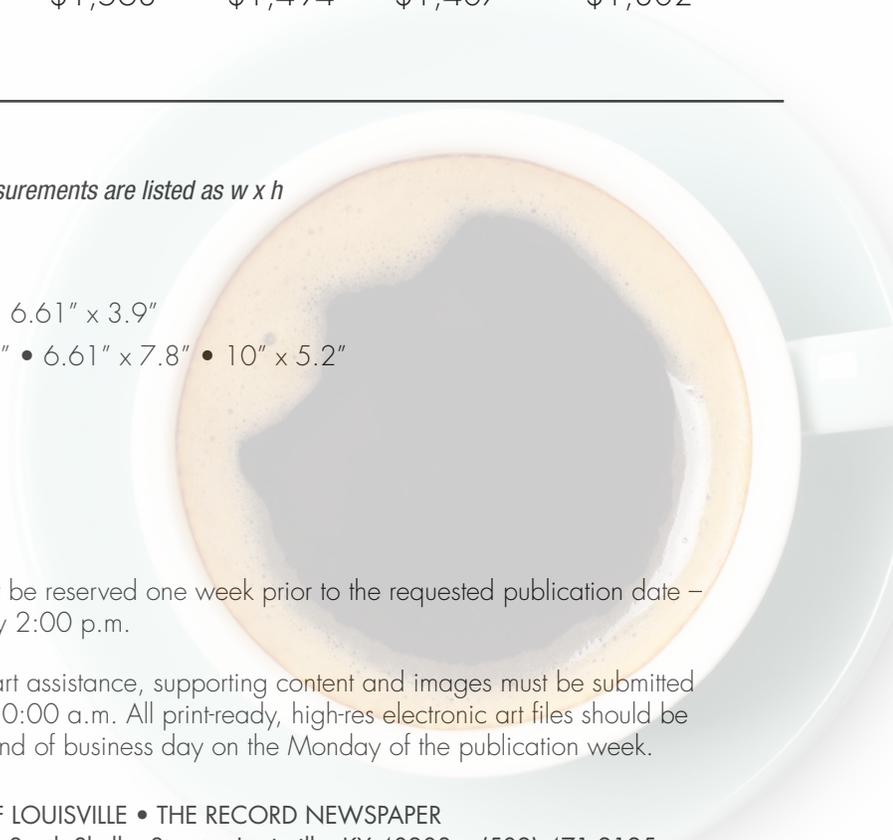
Available Ad Sizes: *Measurements are listed as w x h*

- 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.

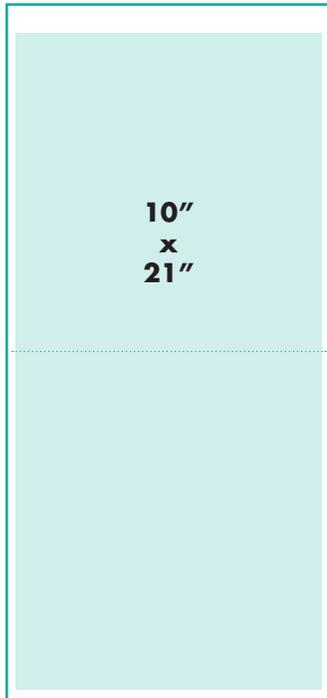
Art Submission - If you require art assistance, supporting content and images must be submitted on Friday by 10:00 a.m. All print-ready, high-res electronic art files should be submitted by end of business day on the Monday of the publication week.



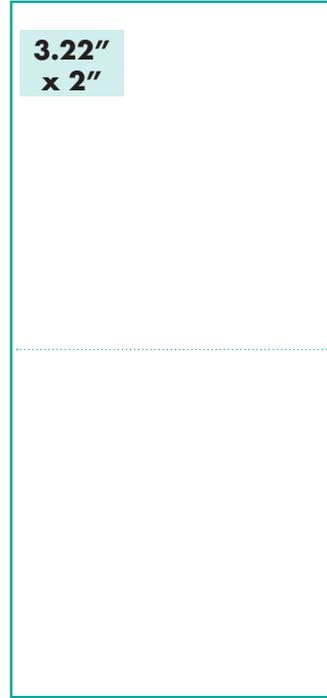


THE RECORD — 2026 DISPLAY ADS

FULL PAGE



1/32 PAGE



1/16 PAGE



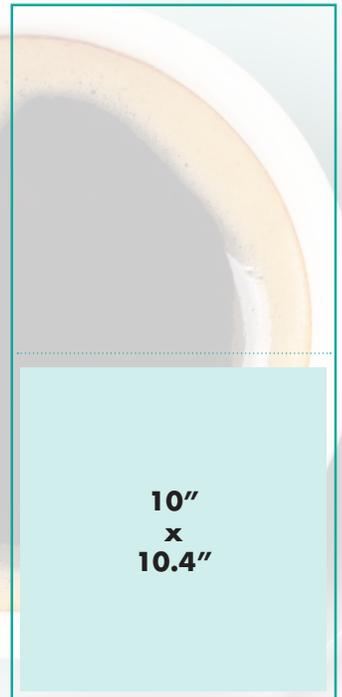
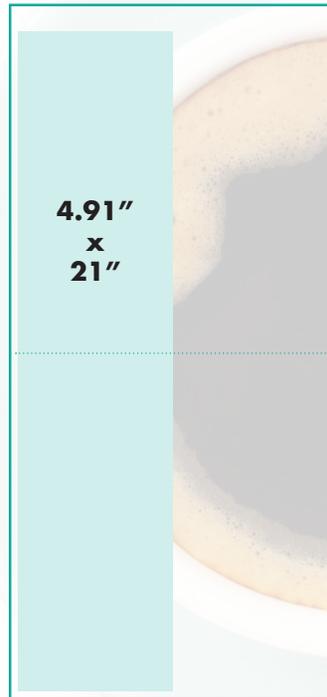
1/8 PAGE



1/4 PAGE



1/2 PAGE



ALL PRINT-READY ART SHOULD BE CMYK & 300DPI



THE RECORD — 2026 CLASSIFIED RATES

Rate Information for Classified Advertising

Call: 502.471.2125 • Email: record@archlou.org

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

Line ads may be placed by phone, mail, or email M-F 8:30 a.m. to 4:30 p.m. Payment in advance is required. **Please note we do not keep any cash on hand here at The Record office. All walk-in payments must be in the form of a check, money order or a major debit or credit card. All major credit and debit cards are accepted.



THE RECORD — 2026 CLASSIFIED RATES

Rate Information for Classified Advertising

Call: 502.471.2125 • Email: record@archlou.org

LINE ADS

Line ads may be placed by phone, mail, or email M-F 8:30 a.m. to 4:30 p.m. **Payment in advance is required.**

**Please note we do not keep any cash on hand at The Record office. All walk-in payments must be in the form of a check, money order or a major debit or credit card. New ads cannot be cancelled after the deadlines outlined below. The Record is not responsible for errors beyond the first published ad.

CLASSIFIED LINE ADS

Landscaping Services

LAWN CLEAN-up, leaf removal, trimming, mulching, seasonal mowing. Refs. Insured. 502-494-1566.

TOM'S TOTAL Landscaping. Free Estimates. 41 years experience. Also ask about dog waste removal. Brian Geraghty, 541-9595.

LINE AD/COST

2 lines ... **\$14** (2-line min.) * (approx. 4 words per line)

Each additional line/fraction thereof **\$2.25**

Frequency Discounts:

4-7 insertions ... 15%

8+ Insertions 30%

LINE AD/DEADLINE

Line ad placement, confirmation, and payment by Monday at 10 a.m. the week of the issue.

DISPLAY ADVERTISING DEADLINE

Space must be reserved by 2 p.m. on the Thursday prior to the issue you are reserving.

Record Design Services

Content and supporting design elements must be received the Friday prior to the issue you are reserving by 2 p.m.

Print Ready Display

Print-ready ads must be provided by Monday at 4 p.m. the week of the reserved issue.

ALL ADVERTISING PAYMENTS BY MAIL MUST BE RECEIVED BY THE FRIDAY PRIOR TO THE ISSUE RESERVED.

CLASSIFIED DISPLAY AD

Handyman Services

**JACK
OF ALL TRADES**

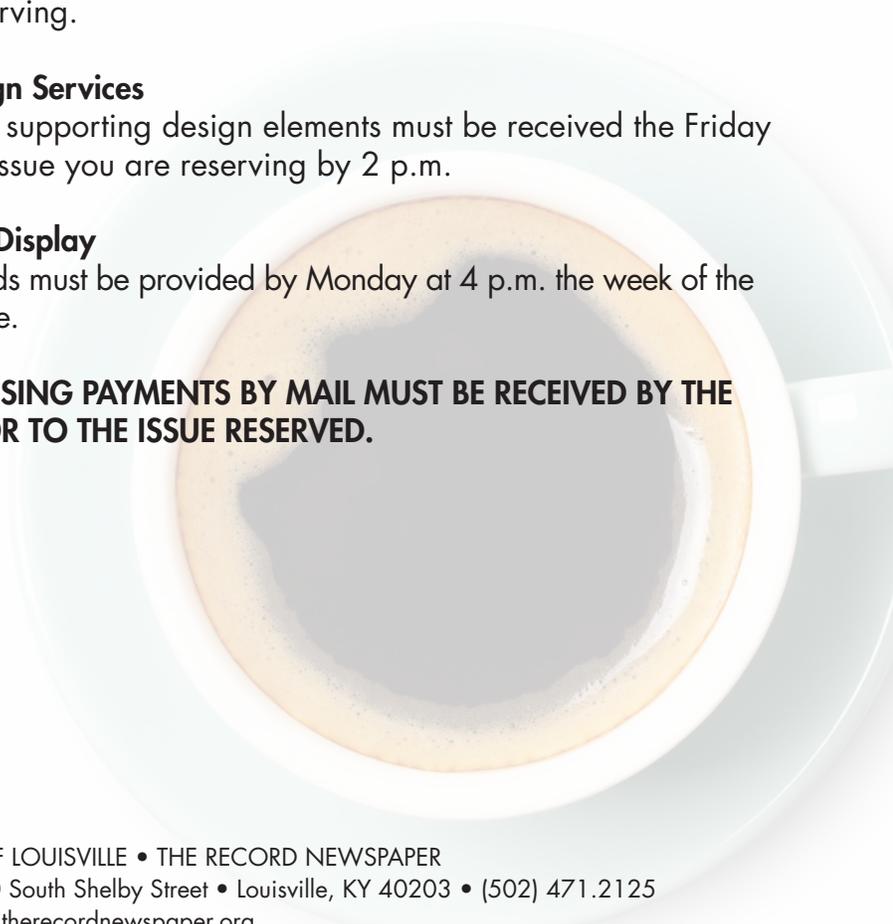
HANDYMAN SERVICES

We take care of all your home improvement needs. Furniture repair and refinishing.

40 years of experience

CALL US TODAY!

502-266-9116





THE RECORD—2026 NEWSLETTER ADVERTISING

Newsletter Advertising

Looking to connect with an engaged community of Catholics? The Record's weekly newsletter, distributed by email throughout the Archdiocese of Louisville, offers unique advertising opportunities to reach more than 27,000 dedicated readers. With an impressive open rate of 39.8%, our newsletter is an effective way to:

Promote your businesses: Showcase your products or services to a targeted audience.

Build community: Foster connections within the Catholic community on central Kentucky.

Share a faith-based message: Promote your parish events, ministries, or religious goods.

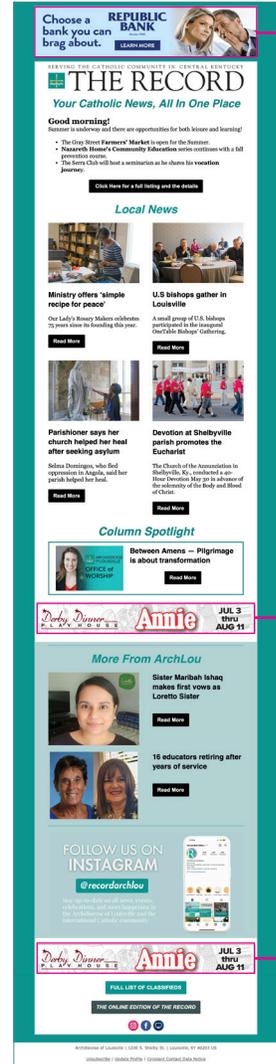
Choose from our three advertising slots:

Top: This prime placement ensures maximum exposure at just **\$300 per week**.

Middle: A mid-page position that still delivers strong results for **\$200 per week**.

Footer: A cost-effective option at **\$150 per week**.

Contact us today to reserve your ad space.



Newsletter Advertising Rates *All rates are per week*

| AD SIZE | 1x | 6x | 12x | 25x | 50x |
|----------------------------------|-------|-------|-------|-------|-------|
| Top 728px. x 192px. | \$300 | \$276 | \$254 | \$234 | \$215 |
| Middle 728px. x 128px. | \$200 | \$184 | \$169 | \$156 | \$143 |
| Footer 728px. x 128px. | \$150 | \$139 | \$129 | \$118 | \$108 |





THE RECORD—2026 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.

