Pope tells bishops at family synod to speak fearlessly, listen humbly

By Francis X. Kavanagh

VATICAN CITY (CNS) — Pope Francis opened the final working session of an extraordinary Synod of Bishops Oct. 6, urging participants to speak fearlessly and listen humbly during two weeks of discussion of the synodal document.

Finnish Cardinal Peter Turkson of Cape Coast, president of the synod, told the participants he was one of the major challenges the bishops would discuss, including such issues as celibacy, diversification, birth control and the impact of social and economic pressures.

"Let us ask one: 'What will we say today that the faithful will understand about the papal message?"' Turkson said.

Pope Francis told more than 150 bishops and more than 300 lay participants, "Everyone must be up on what the other people are saying, without requiring human consideration, without fear. And, in the meantime, one must listen with humility and welcome with open arms what the brothers say."

The pope added that, after gathering of the world's cardinals in February, one must be bold, when faced with the fear of disappointing the pope.

"This is not good, this is not papality," the pope said.

In the morning, Cardinal Francis, who is the synod president, gave the task of guiding the discussion and synthesizing its results, so as to hammer out a final document.

The cardinals and bishops present are expected to discuss the draft agenda and submit proposals over the next few days.

The Oct. 5-19 synod was not supposed to reach definitive conclusions but set the agenda for a larger world synod in October 2015, which will make recommendations to the pope.

Cardinal Turkson said the council would seek to develop "a double process.""The theme of the pope is now in theology and a theme of the synod is to give to the St. John's initiative at the Vatican last year," Turkson said.

Brandeis honors founder of liberation theology

By Cassandra S. Pickett

HOLLYWOOD — Brandeis University President Leonard Grainge, will be honored on behalf of the pope in Santa Monica and his commitment to Catholic social justice, with a distinguished medal, a Dominican friar, "Theology of Liberation History, Politics, and Labor Power" in 1973.

The book became the foundation of the pope's 2015 speech to the American University, and set up the Benedictine theologians to be known as the "founder of what..."
Why advertise with *The Pilot*?
For almost two hundred years The Pilot has been Boston’s source for local, national and international news, reporting on the issues most concerning the Catholic community. Each week The Pilot is seen by over 60,000 people in a variety of locations from reader’s homes, to parishes and community centers. It can be also read on the Kindle and on mobile apps.

Advertising with *The Pilot* allows you to reach an audience of desirable individuals. According to a national study by Simmon Market Research Bureau, readers of the Catholic press are better educated than the average American. They also tend to earn more money and travel more often than other Americans. They are more likely to have stocks, bonds and other financial investments, and to contribute substantially to the church and other charities.

Circulation
*The Pilot* averages 22,000 issues per week, with readership of 60,000.

Issues are mailed directly to subscriber’s homes or parishes.

Bonus distribution is provided for many special issues, (see page 6) often times mailed directly to people most interested in the content of the special issue, section or supplement.

A few examples include:
Over 3,500 extra copies of the Open House issue are sent to Catholic school teachers, administration and parents of students in September and January.
Hundreds of extra copies of the Vocations issue are sent to the Cathedral of the Holy Cross for the Ordination.

25% of Catholics said they had read their diocesan paper in the last six months. 
CARA estimates that 25% to 30% of adult Catholics read their diocesan newspapers with some regularity.* We take the mid-point of this range and assume 27.5% readership.* We can estimate that 14.5 million Catholics—or nearly 5 percent of the total U.S. population have read a diocesan newspaper or magazine at least once in the last six months.*

14.5 million readers is:
• 6 million more than the circulation of Reader’s Digest.*
• about the same as the number of U.S. monthly visitors to twitter.com.*
There are 288 parishes in the Archdiocese of Boston

There are 1,807,002 Catholics in the Archdiocese of Boston

For further information please contact Larry Ricardo, Advertising Manager.
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Dates are subject to change.
The Pilot does not publish July 3 & 10

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# Display Ads

The Pilot
America’s Oldest Newspaper

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Other sizes accepted at the rate of $25.00 per column inch.
Frequency discounts, contract and repeat rates available.

Color is available at an additional cost

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- Quarter page: 3.78" x 9" and 5.78" x 6"
- Eighth page: 3.78" x 5"

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4. **Mail:** The Pilot, 66 Brooks Drive, Braintree, MA 02184

$20 per column inch

1 inch minimum - Classified column width 1.25”

All major credit cards accepted by calling (617) 779-3789.

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**Samples of ads:**

**CARA CARE**  
*“The Friendly Caregivers”*  
An Irish Elderly/Home Care Agency  
Promoting a healthier, safer, and independent lifestyle.  
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St. Mary of the Assumption Parish, Dedham, MA, a faith community of about 2,000 families just outside of the Boston area, is seeking candidates for these positions.  
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Click on “Employment” at top.
Measurement: 5 columns by 1.5" deep

Deadline: One week in advance of publication. Ad subject to approval by The Pilot.

Cost: $400 per insertion or $325 per insertion for 4 insertion commitment

Packaging discounts available with all online products.

Space reservations subject to availability on first come basis.

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Advertising Guidelines

Advertising space reservations: Due Friday, before week of publication
Advertising copy: Due Friday, before week of insertion
Final copy: Due Monday noon, week of publication.

Send your camera ready ad (with artwork) or e-mail your ad in PDF format to:
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Agency Commission
15% to recognized advertising agencies. 2% cash discount not given.
Special Position: No position sold or promised
Terms: Net cash. Statements rendered first of month following insertion.

Display mechanical requirements
  1 column   1 7/8 inches
  2 columns  3 7/8 inches
  3 columns  5 7/8 inches
  4 columns  7 7/8 inches
  5 columns  9 7/8 inches
13.5 inches deep maximum

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We accept pre-printed, free-standing inserts folded to 7 ½ x 11” or smaller.
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$1500 per run
Rate may vary based on weight of material. Advertiser assumes liability for additional charges.

Please inquire on availability of date

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Donate to The Pilot today
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See envelope inside

Art work can be sent as an Illustrator EPS or AI file. Fonts should be converted to outlines to ensure no missing font issues. If the fonts are not converted to outlines then the fonts will need to be sent with the file.

If artwork is sent to us as a pdf with the fonts embedded we will not be able to alter the file. PMS colors will need to be used in the file unless the graphic is printing in Process (Cyan, Magenta, Yellow, and Black).

We can except Photoshop, InDesign and Quark files. For InDesign and Quark files fonts will need to be sent with the file. Fonts will also have to be sent with a Photoshop file unless the artwork is flattened. No text should be smaller than 4 point.

At least a .0625” bleed will be needed for graphics with bleed. All text needs to be at least a .0625” from the die line due to press tolerances.

Measurements: 3” x 3”

Deadline: One week before deadline

Cost: $1600 per run or $2500 for insert combination

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# Web Advertising Rates and Size

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<td>Box</td>
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All ads appearing in print edition of The Pilot may run in online edition for additional $60 for that issue week or $165 per month.

**Cardinal Seán’s Weekly Newsletter**

- Banner 610 x 75 - $175
- Box 180 x 150 - $200

**www.BostonCatholic.org – Archdiocese of Boston site**

- Box 160 x 200 - $250

Advertising available appearing on all parish directory pages

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*Online traffic information available upon request*

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Member of the Catholic News Service, Vatican Information Service, Catholic Press Association, and the International Catholic Union of the Press
Tabloid format 5 columns, full page image area 9 7/8 x 13 1/2"

Terms
Accounts billed monthly, due in full by the end of the following month. Credit card and debit cards are accepted by calling (617) 779-3789. Recognized advertising agencies are eligible for a 15% discount. Advertisers and its agency are jointly responsible for payment of all ads priced.

Display advertising
E-mail inquiries to: lricardo@pilotcatholicnews.com
Free graphic design and typesetting services available.
Adobe Acrobat PDF-x1a format preferred. All fonts and graphics must be properly embedded, and all color settings must be in a CMYK. Photo resolutions must be 300 dpi or greater.

All advertisements and editorial content are subject to editor’s approval. The editor reserves the right to reject, omit, or edit any editorial or advertising copy submitted for publication.

No liquor, political advertising or reading notices accepted.
Minimum depth one inch

Claims for error
Any advertising, the sense and value of which is materially affected by error will be published without charge upon notice in writing within 14 days of publication. Slight errors in advertisements will not be considered in request for free publication.

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