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 50,000 people in a variety of locations from reader’s homes, to parishes and community centers. It can also be 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 Simmons 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 18,000 issues per week, with readership of 50,000.

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

Bonus distribution is provided for many special issues, (see page 4) oftentimes 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, administrators, 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. The Center for Applied Research in the Apostolate (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% of the total U.S. population have read a diocesan newspaper or magazine at least once in the last six months.*

*Center for Applied Research in the Apostolate (CARA)
There are 254 parishes in the Archdiocese of Boston

There are 1,932,653 Catholics in the Archdiocese of Boston
January 27  Catholic School Week/Education  
February 3  Retreats  
February 10  Catholic College Week/Education  
February 17  Senior Living  
February 24  Travel  
March 3  Catholic Sisters Week  
March 10  Camps  
March 17  Financial Planning  
May 5  Senior Living  
May 19  Vocations/Ordination  
June 16  Graduation/Education  
July 28  Cardinal O'Malley’s Twentieth Anniversary of Installation as Archbishop of Boston  
August 18  Senior Living  
September 1  Permanent Diaconate  
September 8  Retired Priests  
September 15  Retreats  
September 22  Sisters of St. Joseph  
September 22  Priesthood Sunday  
September 29  Open House/Enrollment/Education  
October 20  Financial Planning  
October 27  Senior Living  
November 3  Vocation Awareness Week  
November 10  Women’s Religious  
November 24  Gifts  
December 1  Gifts  

Click on an icon to read one of our special sections.

Dates are subject to change. The Pilot does not publish **July 7 & 14** and **December 29**.

For further information, please contact Dan Maguire, Advertising Manager.  
Call: 617.779.3787  |  Fax: 617.779.4562  |  E-mail: dmaguire@pilotcatholicnews.com
### Display Ads

<table>
<thead>
<tr>
<th>Column inches (col. inch)</th>
<th>1x insertion discount $27.50/col. inch</th>
<th>4x insertion discount $24.75/col. inch</th>
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<th>24x insertion discount $22/col. inch</th>
<th>weekly insertion discount $20.63/col. inch</th>
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<td>$420.75</td>
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<tr>
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<tr>
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<td>$1,577.81</td>
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</table>

Other sizes accepted at the rate of $27.50 per column inch.
Frequency discounts, contract and repeat rates available.

Color is available at an additional cost of $125.
Front Page Strip Ad Along Bottom

**Measurement:**
(9.78”) 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
$375 per insertion for
4 insertion commitment.

Packaging discounts available with all online products.

Space reservations subject to availability on first come basis.
Focusing on the CARE in Home Health Care

Celtic Angels
Home Health Care
781-331-0062

Four easy ways to place a classified ad:
• Phone: 617.779.3787
• E-mail: advertising@pilotcatholicnews.com
• Fax: 617.779.4562
• Mail: The Pilot, 66 Brooks Drive, Braintree, MA 02184

$25 per column inch • 1 inch minimum — Classified column width 1.25”

All major credit cards accepted by calling 617.779.3789.

The Pilot | Advertising | 617.779.3787 | dmaguire@pilotcatholicnews.com | www.thebostonpilot.com
Advertising Guidelines

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

Send your camera ready ad (with artwork)
or e-mail your ad in PDF format to:
advertising@pilotcatholicnews.com

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
Free standing inserts
We accept pre-printed, free-standing inserts folded to 7.5” x 11” or smaller. A sample is required prior to insertion. Must be shipped, boxed or skidded one week prior to publication date to:
Graphic Developments, Inc.
70 Mayflower Drive
Hanover, MA 02339

$1,500 per run
Rate may vary based on weight of material. Advertiser assumes liability for additional charges.

Please inquire on availability of date.
Ad type    Measurement (pixels)    Monthly cost
Banner     728 x 90             $400
Box        300 x 250           $375

All ads appearing in the 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 and ECHOES biweekly newsletter

Banner 610 x 75 — $350
Box 180 x 150 — $300

- Attractive combination rates available with all of the above and any Pilot print ads.
- Frequency discounts available on all online products.

Online traffic information available upon request.
News Notes Stickers

Measurements: 3” x 3”

Deadline: One week before deadline

Cost: $1,600 per run
or $2,500 for insert combination

News Note Art Requirements

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 than 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. Process colors (Cyan, Magenta, Yellow, and Black) will need to be used in the file. 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.

- Published annually in January
- Detailed information on archdiocese, leadership, parishes, schools, Catholic Charities; archdiocesan agencies and offices, and more
- Over 5,000 copies printed and sold
- Reaches all 254 parishes, schools, Catholic hospitals, and extended care facilities
- Used by more than 1,000 priests, deacons, and religious women and men
- Resource for parish staff; school administrators, archdiocesan leadership

Be part of this important reference tool used by the decision makers you want to reach.
The Pilot Media Group
66 Brooks Drive
Braintree, MA 02184
Website: www.TheBostonPilot.com
Newspaper of the Roman Catholic Archdiocese of Boston
Annual subscription rate: $44


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: advertising@pilotcatholicnews.com. Free graphic design and typesetting services available. Adobe Acrobat 4 (PDF-1.3) format preferred. All fonts and graphics must be properly embedded, and all color settings must be 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.