

# ADVERTISING GUIDELINES

## TERMS AND CONDITIONS

- *Together Let Us Go Forth* magazine reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Catholic Church.
- All copy is subject to the approval of *Together Let Us Go Forth* magazine.
- *Together Let Us Go Forth* magazine reserves the right to insert the word "advertisement" above or below any copy.
- We reserve the right to adjust advertising rates at any time upon 30 days written notice.
- Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date.
- Positioning of advertisements is at the discretion of *Together Let Us Go Forth* magazine except where a request for a specific preferred position is acknowledged by *Together Let Us Go Forth* magazine in writing.

## PRINTING SPECIFICATIONS

- Acceptable file format: PDF with embedded fonts is preferred (set distiller to "Press Quality").
- Ads also can be accepted in EPS, PDF, JPEG, Adobe® Illustrator® and Photoshop® files. These files must include true type fonts and art.
- All ads must be exact size at 100%, 300 dpi.
- For questions, design services, or to submit files, contact Jennifer Ellis at [jellis@dphx.org](mailto:jellis@dphx.org) or 602.354.2136.

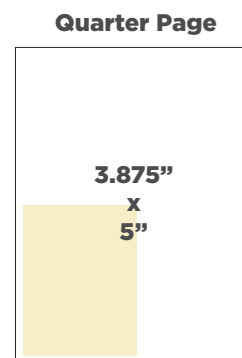
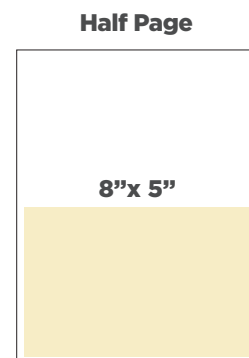
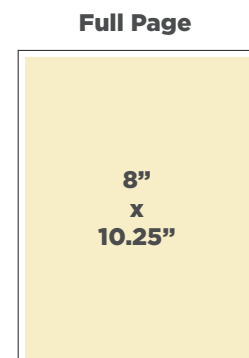
## AD DETAILS

Cost is per insertion. All prices are for camera-ready material submitted to *Together Let Us Go Forth* magazine according to advertising guidelines.

## AD SPECIFICATIONS

FULL COLOR • Bi-monthly. 6 issues a year

Number of Issues	Per Issue Cost		
	Full Page	Half Page	Quarter Page
1	\$4,000	\$2,100	\$1,175
2	\$3,900	\$2,000	\$1,100
4	\$3,800	\$1,900	\$1,025
6	\$3,500	\$1,800	\$950



# TOGETHER LET US GO FORTH

# MAXIMIZE YOUR BUSINESS POTENTIAL

Reach the largest Catholic audience in Southwest Arizona

JENNIFER ELLIS  
Advertising Sales

602.354.2136  
[jellis@dphx.org](mailto:jellis@dphx.org)  
[www.dphx.org](http://www.dphx.org)

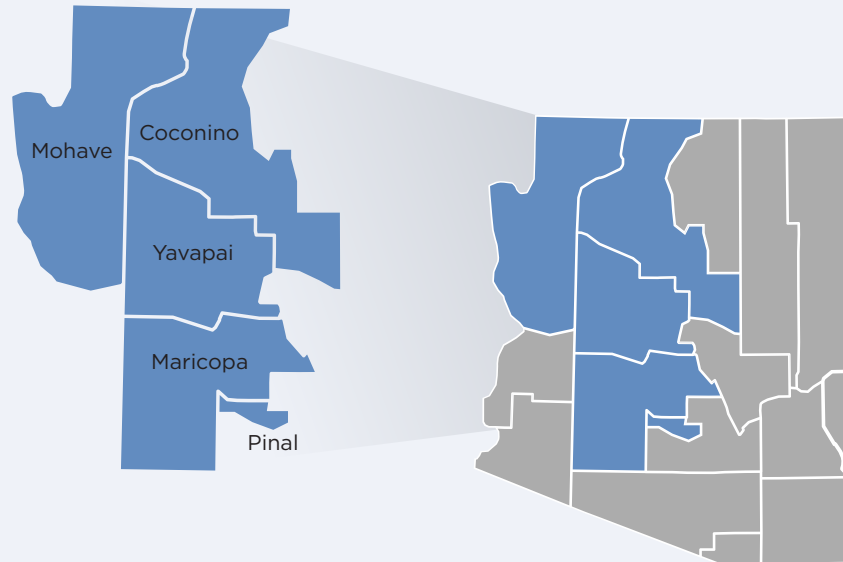
THE MAGAZINE OF THE CATHOLIC  
DIOCESE OF PHOENIX



## WHY ADVERTISE?

### HIGH IMPACT

*Together Let Us Go Forth* is a high-quality four-color print magazine distributed bi-monthly to 35,000 Catholic households in the Diocese of Phoenix.



### AS THE LARGEST DISTRIBUTED CATHOLIC MAGAZINE IN THE SOUTHWEST ARIZONA REGION, WE WILL PROVIDE A PUBLICATION WITH:

- Full color ads
- High pass-along rate
- Proven readership
- Digital online presence
- Design services available
- Award-winning production/editorial staff
- Credibility in your market

2021-2022 Advertising Schedule

Issue	Space Reservation Due	Ad Files Due	Magazine Mail Date
Oct/Nov	9/10/21	9/17/21	10/20/21
Dec/Jan	11/3/21	11/10/21	12/15/21
Feb/Mar	12/7/21	12/14/21	1/21/22
Apr/May	2/18/22	2/25/22	3/25/22
June/July	4/15/22	4/22/22	5/20/22
Aug/Sep	6/17/22	6/24/22	7/22/22
Oct/Nov	8/18/22	8/25/22	9/23/22
Dec/Jan	10/14/22	10/21/22	11/18/22



## HOW EFFECTIVE ARE CATHOLIC MAGAZINES?

### WHAT DO READERS SAY ABOUT THIS FORMAT?

**77%** Makes me feel more connected to my Catholic faith.

**84%** I look at an issue more than once.

**34%** Discussed or forwarded an issue

**58%** Spend more than 15 minutes with an issue.

### CONNECT WITH UPLIFTING CONTENT

*Together Let Us Go Forth* will inspire, educate, inform, and celebrate the Catholic faith through the lives and stories of individuals and families throughout our diocese. Our goal is to connect with people and bring them closer to Jesus and his Church, following the message of Jesus Christ to bring the Gospel to the people of God.

**75%** of readers find the magazine interesting.