

TENNESSEE REGISTER

The Voice of Tennessee Catholic Life since 1937



TENNESSEE REGISTER ADVERTISING

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 www.tennesseeregister.com



NASHVILLE

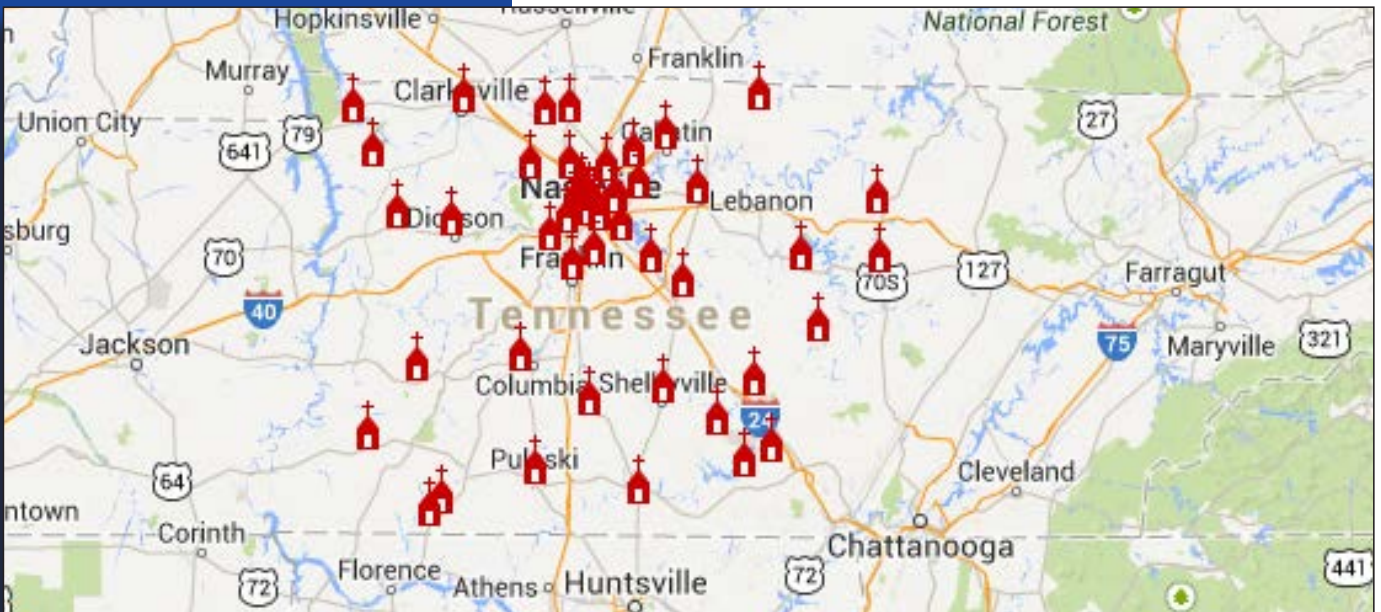
Nashville is growing at a remarkable pace, with professional sports teams, a bustling downtown, a world-class symphony hall, the Country Music Hall of Fame, the enormous new convention center, and nationally acclaimed restaurants. Nashville enjoys a stellar reputation as one of the best places to live in the United States.

THE DIOCESE OF NASHVILLE

The Diocese of Nashville was founded in 1837, with a sparse Catholic population and no official parishes. There are now 53 parishes, 3 missions and 20 schools in the Diocese of Nashville, which comprises 38 counties in Middle Tennessee spread over 16,300 square miles. With about 100,000 Catholics, the Nashville diocese is thriving as more people continue to move to the area. All are served by the diocesan newspaper, the *Tennessee Register*.

OUR READERS

The *Tennessee Register* reaches 19,000 households twice a month. Because the Register is designed with families in mind, the readership within each household is high.



STAFF

Publisher
Most Rev. J. Mark Spalding

Editor in Chief
Rick Musacchio

Managing Editor
Andy Telli

Staff Writer
Theresa Laurence

Administrative Assistant
Nancy Mattson

Creative Services Manager
Debbie Lane

Graphic/Web Design
Yanel Pinto

Advertising Manager
Steve Valiquette
steve.valiquette@dioceseofnashville.com

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THE TENNESSEE REGISTER

Founded in 1937 as "the voice of Tennessee Catholic Life," the *Tennessee Register* serves the growing Catholic community by providing them with vital international, national, regional and local news, feature writing and editorial commentary relating to all things Catholic. It is the primary means of communication between the diocese and the Catholic faithful of Middle Tennessee.

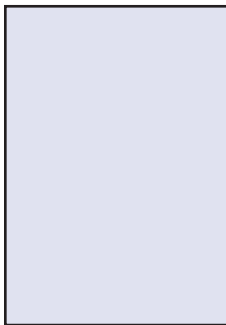
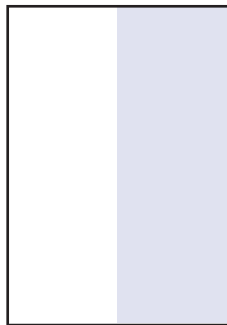

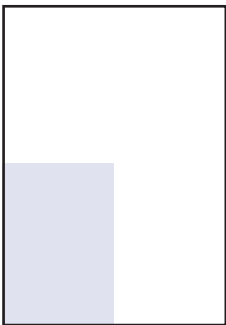
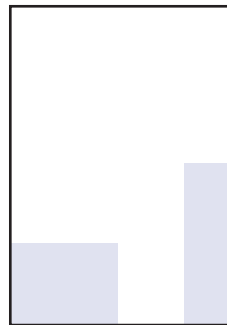
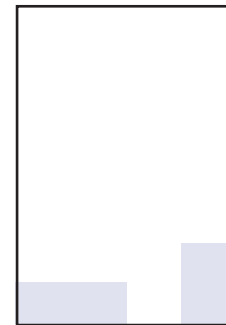
AWARDS



The *Tennessee Register* has received many awards for reporting including the award for General Excellence in its circulation category from the Catholic Press Association, Our staff has won many individual first place awards for their outstanding work. The *Tennessee Register* is one of the best and most decorated diocesan Catholic newspapers in the country.



Dimensions Available

					
FULL PAGE 84 col. inches 10 x 13 ^{1/2} 59 x 84 picas	HALF PAGE 42 column inches horizontal - 10 x 7 (59 x 49 picas) vertical - 4 ^{7/8} x 13 ^{1/2} (59 x 84 Picas)	QUARTER PAGE 21 column inches 4 ^{7/8} x 7 (29 x 42 picas)	QUARTER PAGE 21 column inches 4 ^{7/8} x 7 (29 x 42 picas)	EIGHTH PAGE 10 ^{1/2} column inches 4 ^{7/8} x 3 ^{1/2} (29 x 21 picas) 2 ^{3/8} x 7 (14.75 x 42 picas)	SIXTEENTH PAGE 5 ^{1/4} column inches 4 ^{7/8} x 1 ^{3/4} (29 x 10.6 picas) 2 ^{3/8} x 3 ^{1/2} (14.75 x 21 picas)

Advertising Rates and Information (Current as of May 7, 2018. Rates subject to change.)

SIZE	1X	4X	8X	12X	16X	26X
Full Page	\$1181	\$1121	\$1063	\$1003	\$943	\$886
Half Page	590	559	530	503	471	443
Quarter Page	295	281	266	252	238	222
Eighth Page	147	142	133	128	119	111
Sixteenth	74	70	67	63	58	56

COLOR ADS: Add \$469.00.

No discount on color or set-up charge.

SETUP CHARGE: 10% for non camera-ready ads. Please note: Copies and/or faxes are not considered camera-ready, nor are ads that are not the size specified.

INSERTS: 1 to 4 pages, \$81 per 1000

(example: \$81 x 20,000 = \$1,620.00)

No inserts accepted larger than 10^{1/2}" x 7" folded size. Call for costs on additional pages. A sample must be submitted for approval.

Multiple ad discount is applied only to ads that are the same size and black and white, or same size and color (no discount on color charge).

Classified Ads

Use the *Tennessee Register's* Classified section to sell buy, hire or rent.

1 ISSUE: \$18 up to 15 words. **3 ISSUES:** \$43 up to 15 words. 79¢ each additional word. Ads must be paid before publication.

For professionals only please.

Use the *Tennessee Register's* Professional Service Directory to list your services.

1 YEAR: 4 lines of text; \$460 per year, 26 issues, one year commitment. Extra lines up to two is \$25 per line. Must be paid prior to publication or renewal.

Publication Specs and Deadlines

- Our newspaper is printed with an 85-line screen on an off-set printer on newsprint. We have four advertising columns per page with a width of 14.75 picas each.
- We can accept files from the following applications: InDesign, Illustrator, Photoshop, and Acrobat. Preferred file formats are **high resolution** PDF, JPG, TIFF, and EPS. Preferably no files originating from Publisher. Set up ads in GRAYSCALE or CMYK. No RGB files. Please embed or outline fonts.
- We operate on a MAC platform.
- Deadlines for advertising are seven (7) days prior to publication on alternating Fridays. Deadlines for news are seven days as well.

To place an ad or if you have questions, contact Steve Valiquette at steve.valiquette@dioceseofnashville.com or (615) 783-0750



DATE OF ISSUE		DEADLINE FOR ADS/COPY
January 10, 2020		January 3, 2020
January 24, 2020	<i>Catholic Schools Week</i>	January 17, 2020
February 7, 2020		January 31, 2020
February 21, 2020		February 14, 2020
March 6, 2020		February 28, 2020
March 20, 2020		March 13, 2020
April 3, 2020		March 27, 2020
April 17, 2020		April 10, 2020
May 1, 2020		April 24, 2020
May 15, 2020	<i>Graduation Issue</i>	May 8, 2020
May 29, 2020		May 22, 2020
June 12, 2020		June 5, 2020
June 26, 2020		June 19, 2020
July 10, 2020		July 3, 2020
July 24, 2020		July 17, 2020
August 7, 2020	<i>Back to School</i>	July 31, 2020
August 21, 2020		August 14, 2020
September 4, 2020		August 28, 2020
September 18, 2020		September 11, 2020
October 2, 2020		September 25, 2020
October 16, 2020		October 9, 2020
October 30, 2020		October 23, 2020
November 13, 2020		November 6, 2020
November 27, 2020		November 20, 2020
December 11, 2020		December 4, 2020
December 25, 2020	<i>Christmas Issue</i>	December 18, 2020