

# 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

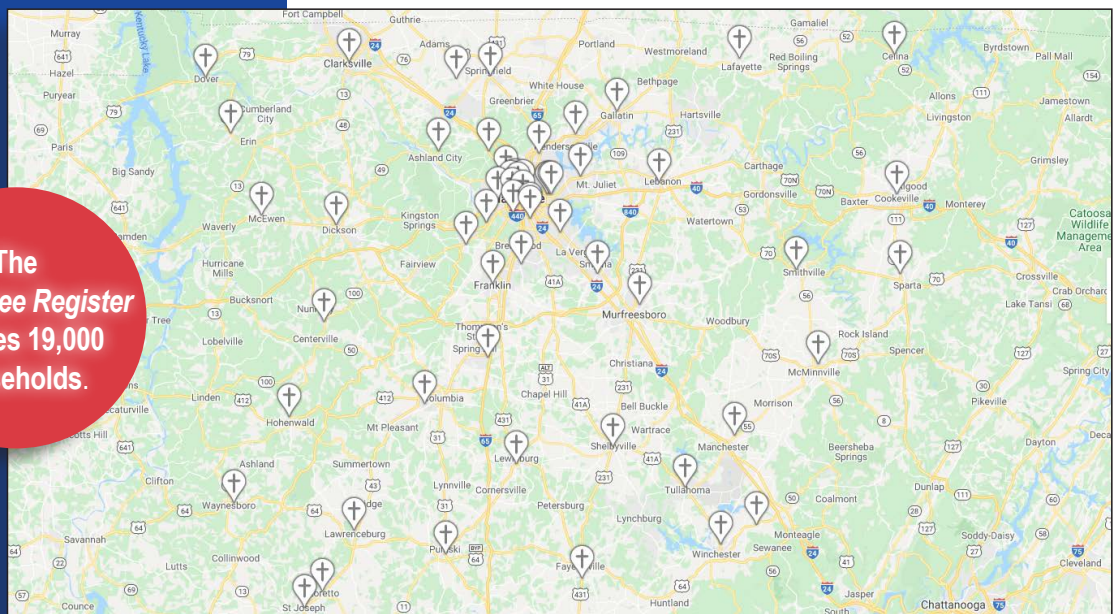
The Diocese of Nashville was founded in 1837, with a sparse Catholic population and no official parishes. There are now 53 parishes, 3 missions and 20 schools in the Diocese of Nashville, which comprises 38 counties in Middle Tennessee spread over 16,300 square miles. With about 100,000 Catholics, the 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. We also send the eRegister, a daily Monday through Friday electronic news bulletin with breaking news between printed issues. We keep stories current on at [www.tennesseeregister.com](http://www.tennesseeregister.com).



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*Tennessee Register*  
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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.



**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**

Ph: 615-662-6436, F: 615-783-0285

FEBRUARY 21, 2020 | The Voice of Tennessee Catholic Life since 1937 | [www.tennesseeregister.com](http://www.tennesseeregister.com)

## Diocese buys 'piece of heaven' for new parish in Nolensville

ANDY TELLI

[illegible]

Cooper said, "We feel the property has very good value at the sale price of \$4.2 million." Cooper said, "and with the gift of \$3.2 million it's truly a gift of the Holy Spirit to the diocese from the people of the diocese."

*Continued on next page*

## Confession can be powerful encounter with Jesus' mercy

THERESA LAURENCE

[illegible]

*Lenten regulations ... page 8 | Ministry for adults with special needs to launch Feb. 23 ... page 11*

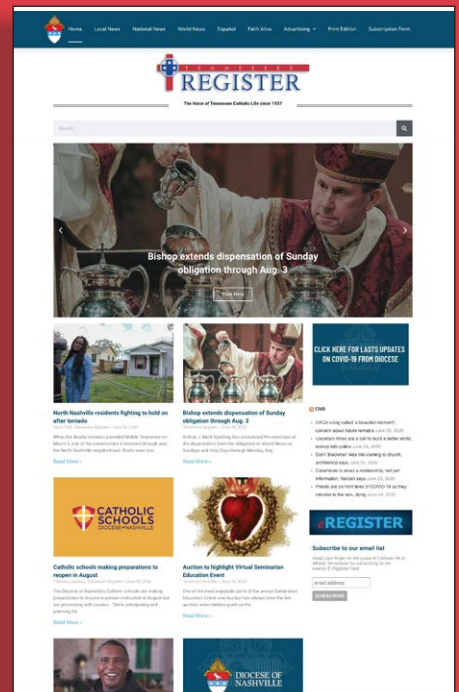


**MONDAY JUNE 15, 2020- NEWS**



**Miracle for Mikay:** Dickson boy's cure opens door to K of C founder's beatification  
Mikay Schachle, 5 years old, climbs onto a stump in the yard of his family's home in Dickson, Tennessee. He carefully takes stock of the short distance to the trampoline buried in the ground below him, then slowly steps off the stump into space and falls happily onto the trampoline as some of his 12 brothers and sisters surround him with smiles and hugs.

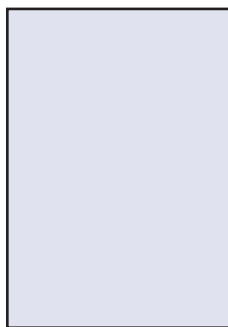
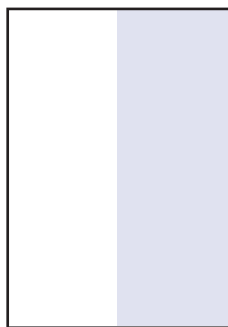
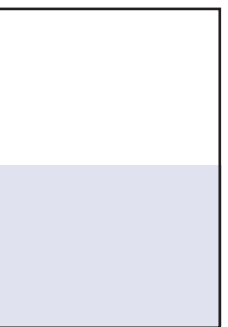
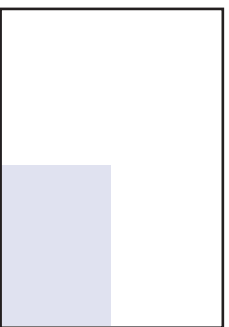
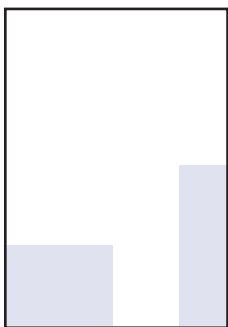
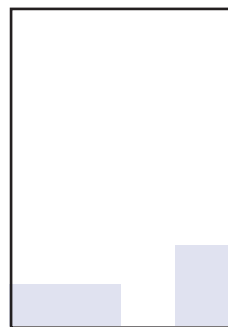
[READ MORE](#)



**The *Tennessee Register* has 3 platforms to advertise: the printed issue, website and daily emailed newsletter.**



## Dimensions Available

					
<b>FULL PAGE</b> 10"w x 13.5"h	<b>HALF PAGE</b> horizontal - 10"w x 7"h vertical - 4.875"w x 13.5"h	<b>QUARTER PAGE</b> 4.875"w x 7"h	<b>EIGHTH PAGE</b> horizontal 4.875"w x 3.5"h vertical 2.375"w x 7"h	<b>SIXTEENTH PAGE</b> horizontal 4.875"w x 1.75"h vertical 2.375"w x 3.5"h	

## Advertising Rates and Information

(Print rates are current as of June 30, 2020. Rates subject to change.)

SIZE	1X	4X	8X	12X	16X	26X
<b>Full Page</b>	\$1181	\$1121	\$1063	\$1003	\$943	\$886
<b>Half Page</b>	590	559	530	503	471	443
<b>Quarter Page</b>	295	281	266	252	238	222
<b>Eighth Page</b>	147	142	133	128	119	111
<b>Sixteenth</b>	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<sup>1/2</sup>" 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).*

## 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, 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](mailto:steve.valiquette@dioceseofnashville.com) or (615) 662-6436**

## Web and eRegister Advertising Rates

(Online and eRegister rates are current as of June 30, 2020. Rates subject to change.)

### Advertise Online Only

Size	Monthly
200 h x 300 w pixels	\$175
100 h x 300 w pixels	\$115

### eRegister Newsletter Rotating Ad

This is our Monday through Friday daily emailed newsletter.

Size	Monthly
300 h x 564 w pixels	\$185

### Combination Packages

Additional charge based on print ads in the Tennessee Register. Contact Steve Valiquette regarding these packages.

#### Full Page Print and Online

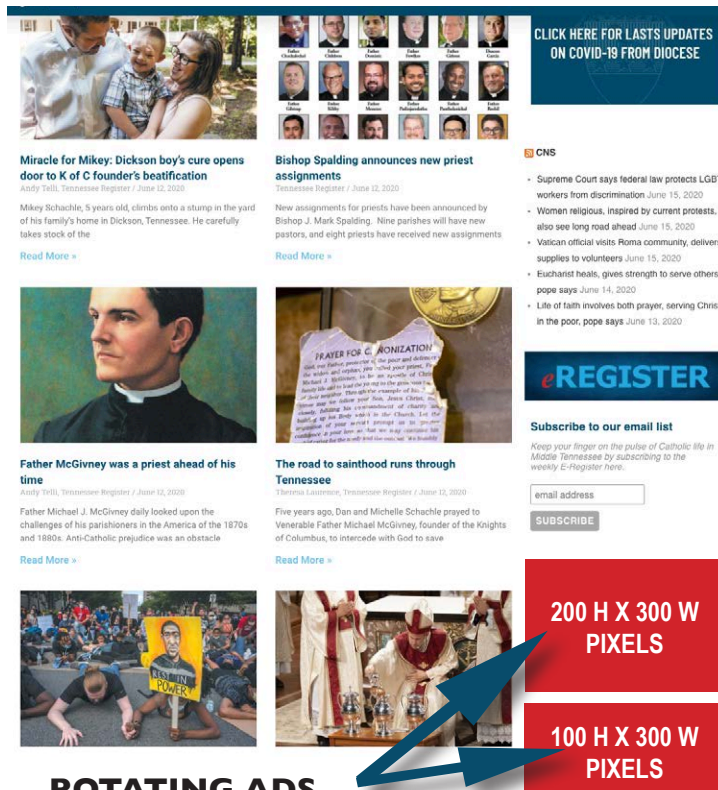
Size	Monthly
200 h x 300 w pixels	\$25
100 h x 300 w pixels	FREE Eligibility based on 4 or more print ads

#### Half Page Print and Online

Size	Monthly
200 h x 300 w pixels	\$35
100 h x 300 w pixels	FREE Eligibility based on 4 or more print ads

#### Quarter Page Print & Online

Size	Monthly
200 h x 300 w pixels	\$55
100 h x 300 w pixels	FREE Eligibility based on 4 or more print ads



CLICK HERE FOR LASTS UPDATES ON COVID-19 FROM DIOCESE

**Miracle for Mike: Dickson boy's cure opens door to K of C founder's beatification**  
Andy Telli, Tennessee Register / June 12, 2020

**Bishop Spalding announces new priest assignments**  
Tennessee Register / June 12, 2020

**Father McGivney was a priest ahead of his time**  
Andy Telli, Tennessee Register / June 12, 2020

**The road to sainthood runs through Tennessee**  
Thomas Lussanec, Tennessee Register / June 12, 2020

**200 H X 300 W PIXELS**

**100 H X 300 W PIXELS**

### ROTATING ADS

Ads rotate randomly everytime a user refreshes the web browser

### Advertising Calendar

- Materials for date-specific postings must be received 5 working days before the requested posting date.
- For date-specific postings to be designed by Tennessee Register production staff, please allow 15 working days
- Ads may be replaced monthly at customer request.

### Terms and Conditions

- All web spots are available on a contractual basis, billed at the end of each month. Early cancellation will result in upcharge to the earned rate.
- Advertising is accepted only subject to the conditions on our standard ad agreement form. A signed agreement is required.
- Ads and links are subject to approval before posting.

### SETUP

- Formats: JPEG OR PNG
- No larger than 100KB

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DATE OF ISSUE		Deadline for Ads/Copy
January 7, 2022		December 31, 2022
January 21, 2022	<i>Catholic Schools Week</i>	January 14, 2022
February 4, 2022		January 28, 2022
February 18, 2022		February 11, 2022
March 4, 2022		February 25, 2022
March 18, 2022		March 11, 2022
April 1, 2022		March 25, 2022
April 15, 2022		April 8, 2022
April 29, 2022		April 22, 2022
May 13, 2022	<i>Graduation Issue</i>	May 6, 2022
May 27, 2022		May 20, 2022
June 10, 2022		June 3, 2022
June 24, 2022		June 17, 2022
July 8, 2022		July 1, 2022
July 22, 2022		July 15, 2022
August 5, 2022	<i>Back to School</i>	July 29, 2022
August 19, 2022		August 12, 2022
September 2, 2022		August 26, 2022
September 16, 2022		September 9, 2022
September 30, 2022		September 23, 2022
October 14, 2022		October 7, 2022
October 28, 2022		October 21, 2022
November 11, 2022		November 4, 2022
November 25, 2022		November 18, 2022
December 9, 2022		December 2, 2022
December 23, 2022	<i>Christmas Issue</i>	December 16, 2022