

TENNESSEE REGISTER

The Voice of Tennessee Catholic Life since 1937



TENNESSEE REGISTER ADVERTISING

A media of the
Diocese of Nashville

2800 McGavock Pike, Nashville, TN 37214 | Ph: 615-783-0750 | Fax: 615-783-0285

www.tennesseeregister.com

NASHVILLE

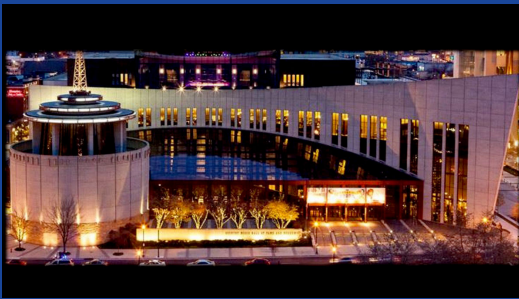
Nashville is growing at a remarkable pace, with professional sports teams, a bustling downtown, a world-class symphony hall, the Country Music Hall of Fame, the enormous new convention center, and nationally acclaimed restaurants. Nashville enjoys a stellar reputation as one of the best places to live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

THE DIOCESE OF NASHVILLE

The Diocese of Nashville was established in 1837, and as Middle Tennessee has grown, so too has the diocese. Today, the diocese has 60 churches and 19 schools in communities large and small, urban, suburban and rural, across the 38 Middle Tennessee counties that comprise the diocese. 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*.

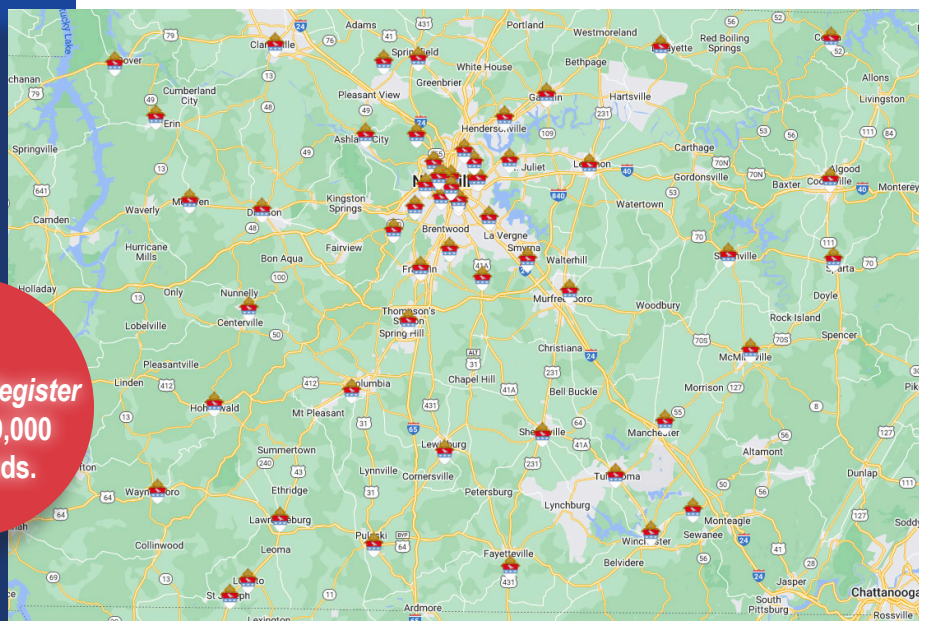
OUR READERS

The *Tennessee Register* reaches 19,000 households twice a month. We also send the eRegister, a daily Monday through Saturday electronic news bulletin with breaking news between printed issues. We keep stories current on at www.tennesseeregister.com.



The map at right shows the location of Catholic churches in the Diocese of Nashville and the Catholic community's reach throughout Middle Tennessee.

The *Tennessee Register* reaches 19,000 households.



STAFF

Publisher
Most Reverend J. Mark Spalding

Managing Editor
Andy Telli

Staff Writer
Katie Peterson

Administrative Assistant
Nancy Mattson

Graphic Design/Layout Specialist
Erik Ritland



THE TENNESSEE REGISTER

Founded in 1937 as “the voice of Tennessee Catholic Life,” the *Tennessee Register* serves the growing Catholic community by providing it 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 through the years from the Catholic Media Association for its reporting and

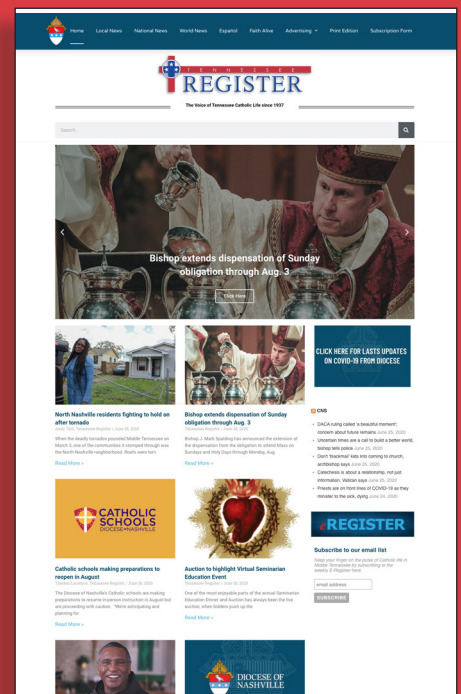
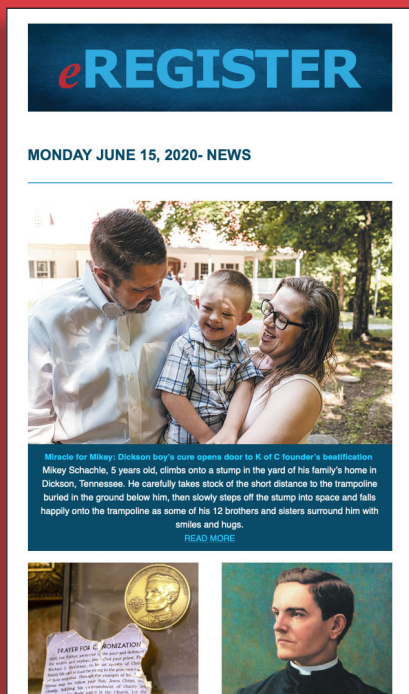


PRESS | BOOK | GABRIEL | ALUMNI | STUDENT |

photography, including winning the association's highest honor for diocesan newspapers, the General Excellence Award, several times. The *Tennessee Register* has built a reputation as one of the best Catholic newspapers in the country.

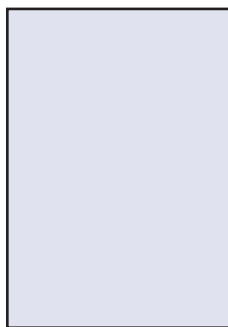
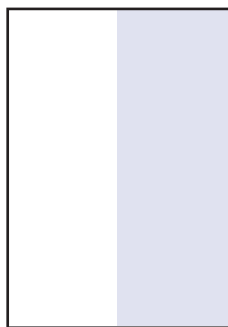
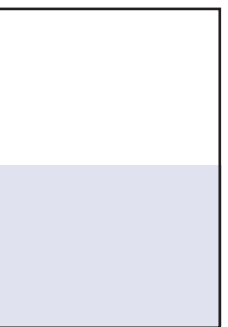
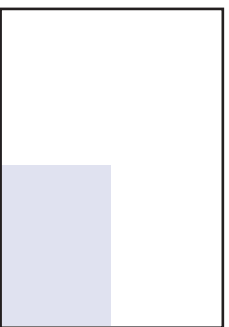
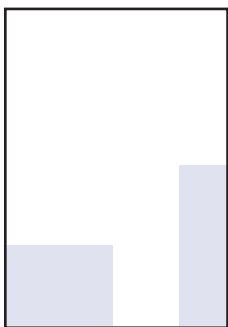
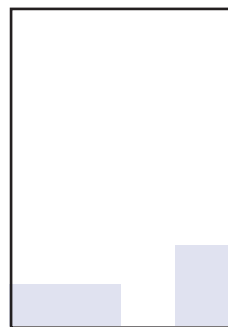
Inquires

Ph: 615-783-0750



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

Dimensions Available

					
FULL PAGE 10"w x 13.5"h	HALF PAGE horizontal - 10"w x 7"h vertical - 4.875"w x 13.5"h	QUARTER PAGE vertical 4.875"w x 7"h	EIGHTH PAGE horizontal 4.875"w x 3.4156"h vertical 2.375"w x 7"h	SIXTEENTH PAGE 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, 2022. 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).

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. Please no files originating from Publisher. Preferred file formats are high resolution PDF, JPG, and EPS. 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.

If you have questions, call (615) 783-0750.

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 Saturday daily emailed newsletter.

Size	Monthly
300 h x 564 w pixels	\$185

Combination Packages

Additional charge based on print ads in the Tennessee Register.

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


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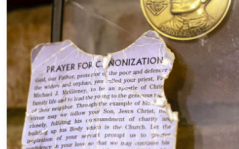
Miracle for Mikey: Dickson boy's cure opens door to K of C founder's beatification
Andy Telli, Tennessee Register / June 12, 2020
Mikey Schachle, 5 years old, climbs onto a stump in the yard of his family's home in Dickson, Tennessee. He carefully takes stock of the...




Bishop Spalding announces new priest assignments
Tennessee Register / June 12, 2020
New assignments for priests have been announced by Bishop J. Mark Spalding. Nine parishes will have new pastors, and eight priests have received new assignments.




Father McGivney was a priest ahead of his time
Andy Telli, Tennessee Register / June 12, 2020
Father Michael J. McGivney daily looked upon the challenges of his parishioners in the America of the 1870s and 1880s. Anti-Catholic prejudice was an obstacle...



The road to sainthood runs through Tennessee
Theresa Laurock, Tennessee Register / June 12, 2020
Five years ago, Dan and Michelle Schachle prayed to Venerable Father Michael McGivney, founder of the Knights of Columbus, to intercede with God to save...



Pro-life rally
A large group of people gathered for a pro-life rally, with a sign reading 'PRAYER FOR C. ANONIZATION'.



Pro-life rally
A group of people gathered for a pro-life rally, with a sign reading 'PRAYER FOR C. ANONIZATION'.

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

DATE OF ISSUE		Deadline for Ads/Copy
January 6, 2023		December 30, 2022
January 20, 2023	<i>Catholic Schools Week</i>	January 13, 2023
February 3, 2023		January 27, 2023
February 17, 2023		February 10, 2023
March 3, 2023		February 24, 2023
March 17, 2023		March 10, 2023
March 31, 2023		March 24, 2023
April 14, 2023		April 7, 2023
April 28, 2023		April 21, 2023
May 12, 2023	<i>Graduation Issue</i>	May 5, 2023
May 26, 2023		May 19, 2023
June 9, 2023		June 2, 2023
June 23, 2023		June 16, 2023
July 7, 2023		June 30, 2023
July 21, 2023		July 14, 2023
August 4, 2023	<i>Back to School</i>	July 28, 2023
August 18, 2023		August 11, 2023
September 1, 2023		August 25, 2023
September 15, 2023		September 8, 2023
September 29, 2023		September 22, 2023
October 13, 2023		October 6, 2023
October 27, 2023		October 20, 2023
November 10, 2023		November 3, 2023
November 24, 2023		November 17, 2023
December 8, 2023		December 1, 2023
December 22, 2023	<i>Christmas Issue</i>	December 15, 2023

DATE OF ISSUE		Deadline for Ads/Copy
January 5, 2024		December 29, 2023
January 19, 2024	<i>Catholic Schools Week</i>	January 14, 2024
February 2, 2024		January 28, 2024
February 16, 2024		February 11, 2024
March 1, 2024		February 25, 2024
March 15, 2024		March 11, 2024
March 29, 2024		March 25, 2024
April 12, 2024		April 8, 2024
April 26, 2024		April 22, 2024
May 10, 2024	<i>Graduation Issue</i>	May 6, 2024
May 24, 2024		May 20, 2024
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June 21, 2024		June 17, 2024
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July 19, 2024		July 15, 2024
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August 30, 2024		August 26, 2024
September 13, 2024		September 9, 2024
September 27, 2024		September 23, 2024
October 11, 2024		October 7, 2024
October 25, 2024		October 21, 2024
November 8, 2024		November 4, 2024
November 22, 2024		November 18, 2024
December 6, 2024		December 2, 2024
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