

MEDIA KIT 2025

TEXAS CATHOLIC HERALD



THE ARCHDIOCESE OF
GALVESTON-HOUSTON

The Official Newspaper of the Archdiocese of Galveston-Houston

For more than 50 years, the award-winning *Texas Catholic Herald* has been proclaiming the Good News to the Archdiocese of Galveston-Houston. Our newspaper covers the fifth-largest diocese in the nation, comprised of more than 1.7 million Catholics in 10 counties in the fastest-growing region in the country.

Quick facts about our paper:

- Publishing local Catholic news since 1965
- **A Shepherd's Message** column by Daniel Cardinal DiNardo
- Each issue features local Catholic news, events and columnists
- **Seasonal features** follow the liturgical year (Advent, Lent, Feast Days)
- **Around the Archdiocese**, a listing of local Catholic events
- Direct mailed to over 70,000 of subscribers 21 times per year
- We also offer a digital version of the paper and **The Digest** e-blast to subscribers



Quick facts about the Archdiocese of Galveston-Houston:

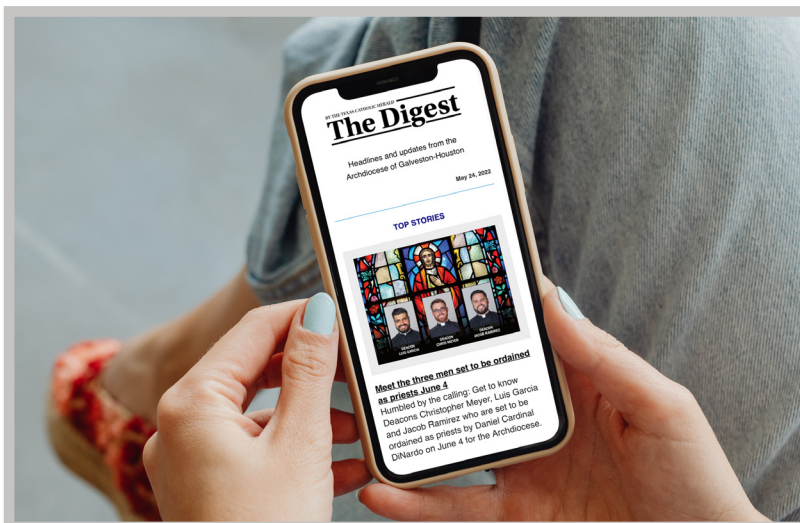
- The Archdiocese encompasses a 10-county area (see page 5 for more details)
- 1.7 million Catholics reside within the boundaries of the Archdiocese
- 146 parishes and 57 Catholic schools
- We pray and worship in over 14 languages
- Largest diocese in Texas and fifth-largest in the United States

Our products



Texas Catholic Herald
Paper copy arrives in
your mailbox 21 times
a year

Digital TCH
Full content from the
paper copy via our
website; viewable on
your desktop, laptop,
tablet or phone



***The Digest* Newsletter**
A condensed version
of the newspaper with
local content, columns,
photos sent via email

Award-winning content



The Catholic Media Association has nearly 250 publication members and 600 individual members worldwide. Its mission is to build and strengthen the value and worth of the Catholic press by facilitating the professional, economic and spiritual growth of its members. Listed below are some of the *Texas Catholic Herald's* awards from the past five years:

1ST PLACE

- **Best Special Section**

Bishop Italo Dell'Oro Ordination
Herald Staff
2022

- **Best News Writing**

Coverage of Hurricane Harvey
Herald Staff
2018

- **Best Reporting on Vocations to Priesthood, Religious Life or Diaconate**

Coverage of Vocations
Herald Staff
2018

- **Best Sports Journalism: Sports News**
James Ramos - Coverage of the Houston Astros World Series Win
2018

SECOND PLACE

- **Best Annual Report**

2018

THIRD PLACE

- **Best Series: "A Living Church of Paschal Joy"**
(COVID-19 pandemic coverage)
2021

- **Best Promotional House Ad**
2021

- **Best Diocesan Newspaper**
Herald Staff
2020

- **Award of Excellence: Writer of the Year - James Ramos**
2018

HONORABLE MENTION

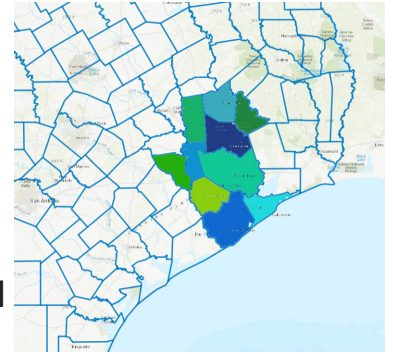
- **Best Diocesan Newspaper**
Herald Staff
2021

- **Award of Excellence: Photographer of the Year - James Ramos**
2021

- **Award of Excellence: Writer of the Year - James Ramos**
2021

Market coverage

The Archdiocese of Galveston-Houston encompasses a 10-county area which includes urban, suburban and rural communities. The diocese was established in 1847 and covers 8,880 square miles. We are home to 1.7 million Catholics. We have a diverse, multicultural audience that worships and prays in over 14 languages.



Harris County/Houston; fourth most populous city in the United States and business hub for energy, trade, healthcare, finance and technology.

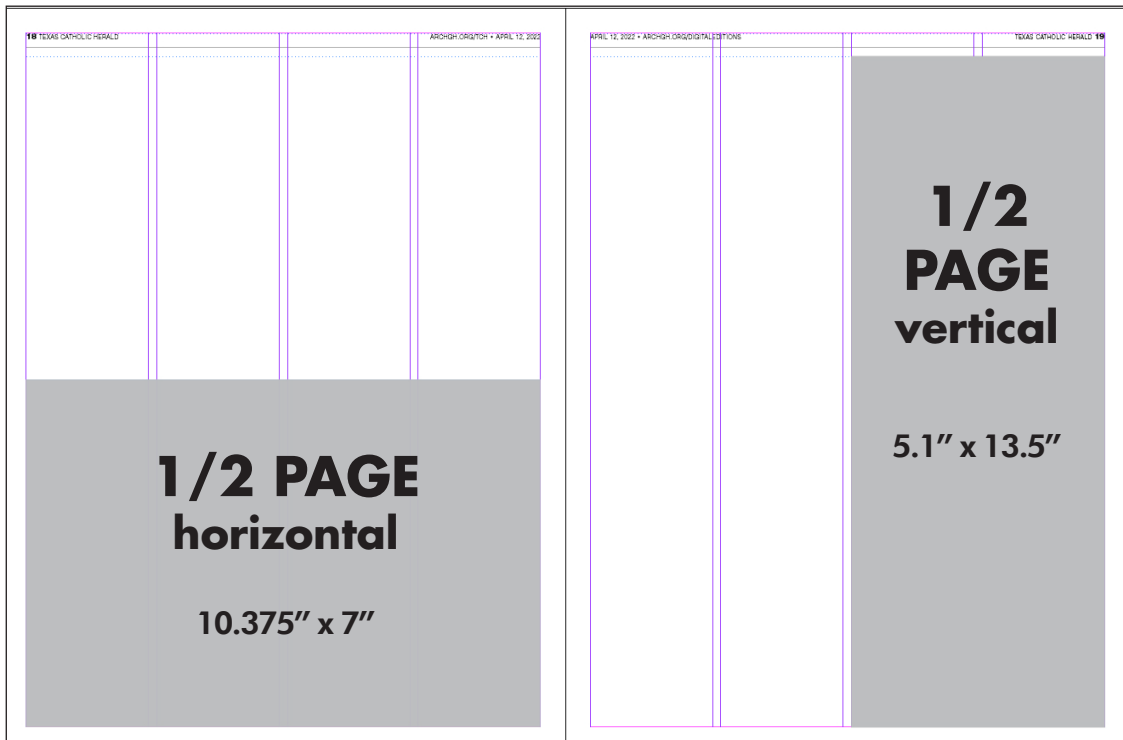
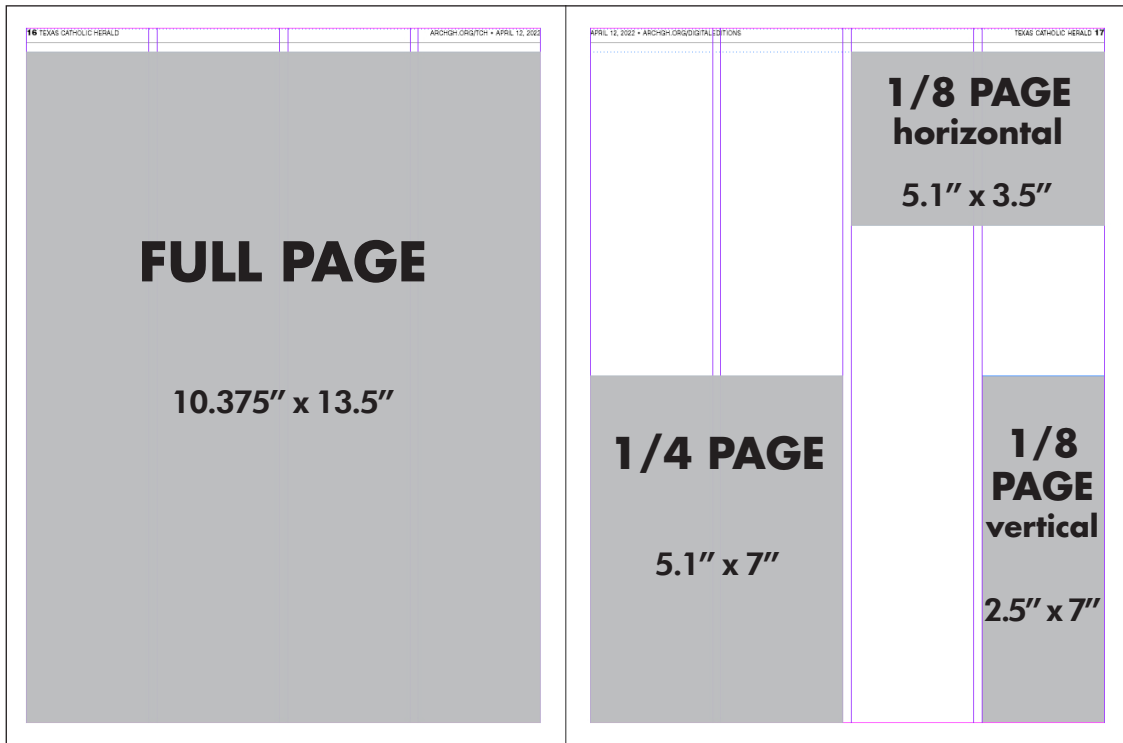


Galveston County/Galveston Island features a historic past and remains a popular tourist destination.



The Archdiocese also includes the following counties: **Austin, Brazoria, Fort Bend, Grimes, Montgomery, San Jacinto, Walker and Waller.** These counties are home to large suburban areas such as Katy, Sugar Land, Pearland and The Woodlands and many small towns, including Navasota, Plantersville, Magnolia and Brazoria.

Print ad specifications



Advertising rates

The open rate is \$45 per column inch.

There are price breaks for frequency: \$42 per column inch (with a 6-issue run), \$40 per column inch (12-issue run) or \$38 per column inch (21-issue run).

The prices below reflect the cost **per issue**.

Rate Schedule

Frequency	1 issue	6 issues	12 issues	21 issues
1/8 page	\$ 315	\$ 294	\$ 280	\$ 266
1/4 page	\$ 630	\$ 588	\$ 560	\$ 532
1/2 page	\$1260	\$1176	\$1120	\$1064
Full page	\$2520	\$2352	\$2240	\$2128

Open rate: \$45 per column inch

Placement charge for back cover: \$500

Color charge for display advertising: \$400

Custom sizes are also available at the same published rates. Contact us for further details.

Advertising regulations

Insertion dates, sizes and frequency must be agreed to upon signing of contract. Once ad has been approved by client, additional changes are \$15. We accept checks and money orders only. We do not accept credit card payments.

The *Texas Catholic Herald* does not accept political advertising or inserts. Further, the *Herald* reserves the right to reject advertising which falls outside the teachings of the Catholic Church. The *Herald* assumes no liability for subject matter contained in copy placed by an advertiser and reserves the right to refuse any advertising.

The *Texas Catholic Herald* does not currently accept online advertising, in accordance with the policies of the Archdiocese of Galveston-Houston.

The *Texas Catholic Herald* does not currently accept inserts.

File Submission

Artwork provided by advertisers should be submitted in one of the following electronic formats:

- High-resolution PDFs with all fonts embedded
- High-resolution jpeg with all fonts embedded
- EPS file with all type converted to outlines
- Send electronic advertising files to Catherine Viola at ads@archgh.org. If the file is over 20MB, send via ftp.

2025 Advertising Calendar

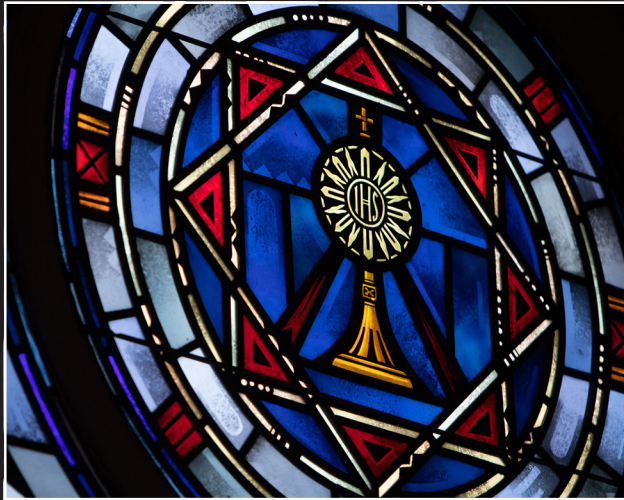
The Texas Catholic Herald is published 21 times a year; bi-weekly, with the exception of June, July and August. Deadline for advertising is Tuesday at noon, 14 days prior to the issue.

Current circulation is 72,000 households. The newspaper is mailed to subscribers.

2025 DEADLINE & ISSUE DATES

DEADLINE	ISSUE DATE	SPECIAL ISSUE
TUESDAY AT NOON	TUESDAY	
December 31, 2024	January 14	
January 14	January 28	
January 28	February 11	
February 11	February 25	Lent
February 25	March 11	
March 11	March 25	
March 25	April 8	
April 8	April 22	Easter Issue
April 29	May 13	
May 13	May 27	
May 27	June 10	Graduation Issue
June 24	July 8	
August 5	August 19	Back-to-School Issue
August 26	September 9	
September 9	September 23	
September 30	October 14	
October 14	October 28	
October 28	November 11	
November 11	November 25	Advent
November 25	December 9	
December 9	December 23	Christmas Issue

MEDIA KIT 2025



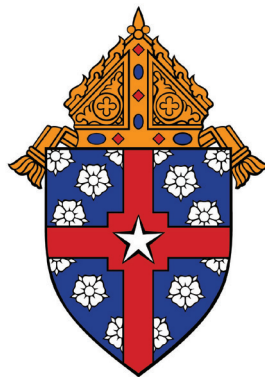
Texas Catholic Herald

Proclaiming the Good News to the Archdiocese of Galveston-Houston

Catherine Viola, Advertising Manager

ads@archgh.org | 713-652-4407

Visit us at **archgh.org/tch**



THE ARCHDIOCESE OF
GALVESTON-HOUSTON