



75,000 Catholic listeners (10% of 750,000)
60 % female; 40% male

18% under 30 yrs. / 25% 40-49 yrs. / 57% 50+ yrs.
92% listen five or more days/week!

Commercial Advertising Rates 2021

30-second commercials			\$25 per 30-second spot			(Example: 14 spots = \$350; 21 spots = \$525; 28 spots = \$700; 42 spots = \$1,050)					
Business Members who advertise - 30 sec. spots \$22.50 - 10% savings			Partners (continuous multi year or approved Catholic/Pro Life advertisers) - \$15 - 40 % discount								
When an advertiser chooses to be a Business Membership, if applicable, the 10% savings can be added to current discount.											
3 MONTH SPREAD			6 MONTH SPREAD			9 MONTH SPREAD			12 MONTH SPREAD		
\$21.25 PER SPOT		15% SAVINGS	\$20.00 PER SPOT		20% SAVINGS	\$18.75 PER SPOT		25% SAVINGS	\$16.75 PER SPOT		33% SAVINGS
Total Commercials	Total	Similar To	Total Commercials	Total	Similar To	Total Commercials	Total	Similar To	Total Commercials	Total	Similar To
13	\$ 276.25	1/week	13	\$ 260.00		13	\$ 243.75		13	\$ 217.75	
26	\$ 552.50	2/week	26	\$ 520.00	1/week	26	\$ 487.50		26	\$ 435.50	
39	\$ 828.75	3/week	39	\$ 780.00		39	\$ 731.25	1/week	39	\$ 653.25	
52	\$ 1,105.00	4/week	52	\$ 1,040.00	2/week	52	\$ 975.00		52	\$ 871.00	1/week
65	\$ 1,381.25	5/week	65	\$ 1,300.00		65	\$ 1,218.75		65	\$ 1,088.75	
78	\$ 1,657.50	6/week	78	\$ 1,560.00	3/week	78	\$ 1,462.50	2/week	78	\$ 1,306.50	
91	\$ 1,933.75	7/week	91	\$ 1,820.00		91	\$ 1,706.25		91	\$ 1,524.25	
104	\$ 2,210.00	8/week	104	\$ 2,080.00	4/week	104	\$ 1,950.00		104	\$ 1,742.00	2/week
117	\$ 2,486.25	9/week	117	\$ 2,340.00		117	\$ 2,193.75		117	\$ 1,959.75	
130	\$ 2,762.50	10/week	130	\$ 2,600.00	5/week	130	\$ 2,437.50		130	\$ 2,177.50	
MAXIMUM OF 4 COMMERCIALS PER DAY											
60-second commercials			\$45 per 60-second spot			(14 spots = \$630; 21 spots = \$945; 28 spots = \$1,260; 42 spots = \$1,890)					
Business Members who advertise - 60 sec. spots \$40.50 - 10% savings			Partners (continuous multi year or approved Catholic/Pro Life advertisers) \$27 - 40 % discount								
When an advertiser chooses to be a Business Membership, if applicable, the 10% savings can be added to current discount.											
3 MONTH SPREAD			6 MONTH SPREAD			9 MONTH SPREAD			12 MONTH SPREAD		
\$38.25 PER SPOT		15% SAVINGS	\$36.00 PER SPOT		20% SAVINGS	\$33.75 PER SPOT		25% SAVINGS	\$30.15 PER SPOT		33% SAVINGS
Total Commercials	Total	Similar To	Total Commercials	Total	Similar To	Total Commercials	Total	Similar To	Total Commercials	Total	Similar To
13	\$ 497.25	1/week	13	\$ 468.00		13	\$ 438.75		13	\$ 391.95	
26	\$ 994.50	2/week	26	\$ 936.00	1/week	26	\$ 877.50		26	\$ 783.90	
39	\$ 1,491.75	3/week	39	\$ 1,404.00		39	\$ 1,316.25	1/week	39	\$ 1,175.85	
52	\$ 1,989.00	4/week	52	\$ 1,872.00	2/week	52	\$ 1,755.00		52	\$ 1,567.80	1/week
65	\$ 2,486.25	5/week	65	\$ 2,340.00		65	\$ 2,193.75		65	\$ 1,959.75	
78	\$ 2,983.50	6/week	78	\$ 2,808.00	3/week	78	\$ 2,632.50	2/week	78	\$ 2,351.70	
91	\$ 3,480.75	7/week	91	\$ 3,276.00		91	\$ 3,071.25		91	\$ 2,743.65	
104	\$ 3,978.00	8/week	104	\$ 3,744.00	4/week	104	\$ 3,510.00		104	\$ 3,135.60	2/week
117	\$ 4,475.25	9/week	117	\$ 4,212.00		117	\$ 3,948.75		117	\$ 3,527.55	
130	\$ 4,972.50	10/week	130	\$ 4,680.00	5/week	130	\$ 4,387.50		130	\$ 3,919.50	
MAXIMUM OF 4 COMMERCIALS PER DAY											