

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 2023

| 30-second commercials | | | \$25 per 30-second spot | | | (Example: 14 spots = \$350; 21 spots = \$525; 28 spots = \$700; 42 spots = \$1,050) | | | | | |
|--|-------------|------------|--------------------------------|-------------|------------|--|-------------|------------|-------------------|-------------|------------|
| <i>Business Members who advertise - 30 sec. spots</i> | | | \$22.50 - 10% savings | | | <i>Partners (continuous multi year or approved Catholic/Pro Life advertisers) - \$15 - 40 % discount</i> | | | | | |
| When an advertiser chooses to be a Business Membership, if applicable, the 10% savings can be added to current discount. | | | | | | | | | | | |
| 3 MONTH | \$21.25 | 15% | 6 MONTH | \$20.00 | 20% | 9 MONTH | \$18.75 | 25% | 12 MONTH | \$16.75 | 33% |
| SPREAD | PER SPOT | SAVINGS | SPREAD | PER SPOT | SAVINGS | SPREAD | PER SPOT | SAVINGS | SPREAD | PER SPOT | 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) | | | | | |
| <i>Business Members who advertise - 60 sec. spots</i> | | | \$40.50 - 10% savings | | | <i>Partners (continuous multi year or approved Catholic/Pro Life advertisers) \$27 - 40 % discount</i> | | | | | |
| When an advertiser chooses to be a Business Membership, if applicable, the 10% savings can be added to current discount. | | | | | | | | | | | |
| 3 MONTH | \$38.25 | 15% | 6 MONTH | \$36.00 | 20% | 9 MONTH | \$33.75 | 25% | 12 MONTH | \$30.15 | 33% |
| SPREAD | PER SPOT | SAVINGS | SPREAD | PER SPOT | SAVINGS | SPREAD | PER SPOT | SAVINGS | SPREAD | PER SPOT | 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 | | | | | | | | | | | |