



2021 EDITION

SERVING THE CATHOLIC CHURCH FOR OVER 200 YEARS

The Most Comprehensive, Single Reference Source with
nearly 100,000 updated datapoints in every edition.

The Official Catholic Directory Delivers Reach and Buying Power

Place your advertising in an exceptionally credible environment

- The definitive reference source on Catholic churches and institutions for over 200 years!
- Universally recognized by the Catholic Church and its institutions
- Highly targeted audience with buying power

Gain exclusive year-round access to high-level decision makers for a one-time low rate

- Reach Catholic Clergy and lay administrators at all levels
- Enjoy year-round exposure to this unique community
- Reach loyal and dedicated users
- Showcase products and services specific to the needs of the Catholic community – *both in print and online*

Benefit from Exceptional Distribution and Reach

- Your advertising reaches priests and parishes across the U.S. in print and online
- A fine leather-bound copy is hand-delivered to the reigning Pope each year

How Clergy & Lay Professionals Use This Valuable Resource

Select

- From the exceptional Products and Services that are exclusive to the Catholic community

Locate

- Officials or leaders within a particular (arch) dioceses
- Institutions within certain dioceses or geographic areas
- Sacramental and educational records
- Clergy at their new assignments, the newly ordained, those serving outside diocesan boundaries or on special assignment
- Catholic schools, colleges, universities, day care centers, nursing homes, hospitals, and other special care centers in the U.S.

Identify

- Activities and representation of religious men and women, provinces and ministries
- New Catholic institutions as well as those that have changed their address information
- The tax-exempt status authenticity of specific organizations

Research

- Mergers, closures and consolidations of schools and parishes
- Statistics on the U.S. Catholic population at diocesan, state and national levels

Reach Your Target Audience Daily – Year-Round

Advertising Rates - Print Edition

Your print listing(s) will also appear in our online Products and Services Guide at www.officialcatholicdirectory.com.

DISPLAY ADS	
Cover 2	\$12,500
Cover 3	\$10,000
Full Page (Front of Book)	\$5,500

TAB DIVIDERS	
Sections Available:	\$6,500 per side
• 2020 Highlights	
• Table of Contents	
• Archdioceses & Dioceses	
• Products & Services	

PRODUCT & SERVICES GUIDE

DISPLAY ADS	
Full Page	\$3,750
Half Page	\$3,000

LISTING	
Listing with Logo	\$950
Each Additional Category	\$200

Cancellation Policy:

Advertiser will be billed for ads cancelled after the reservation deadline.

Reservation Deadline: May 12, 2021

Materials Due: May 19, 2020

Advertising Sales Contact

April Tann, Sales Manager

Email: ATann@NRPDirect.com

Tel: 908-517-5939 (leave a message)



Looking for additional or different advertising options?
Ask about our new Digital Flipbook Advertising Selections!

Print Production Specs

Resolution (DPI)

- Images should be 300 DPI

Color

- Images should be CMYK or Grayscale format accordingly
- Pantone colors are converted to CMYK which may cause slight color variances.

Display Advertising File Type

- PDF files are preferred and must have all fonts, art and graphic elements embedded.

Trim Size of Publication: 8.25 x 10.875 inches

Non-Bleed Display Ad Options:

	(width x height in inches)
Full	7.625 x 10.25
½ Horizontal	7 x 4.625
½ Vertical	3.375 x 9.375
¼ Vertical	3.375 x 4.625

Full Page Bleed Display Ad: 8.5 x 11.125 inches

- Please keep essential matter (text, logos, graphics) 5/16 inch away from all sides of the trim ad size (8.25 x 10.875). Publisher reserves the right to trim 5/16 inch from either side of the bleed ads to compensate for trim variations.

Tab Dividers and Covers 2 and 3

- Same specs as Full Non-Bleed & Bleed

Listing Specifications

- Logo: 3 inch width x 1 inch height maximum, TIF or EPS, 300 DPI. Please send as an attachment, not embedded in your email.
- Contact info: Business name, Address, Phone, Fax, Email, Website
- Business description: 150 words or less
- Key Personnel: Up to four individuals with titles (optional)

Category Selection

To select the category your listing will appear in, please refer to your insertion order/rate card. If you do not find an appropriate category, please contact us and we will be happy to assist you.

To view other listings on our website visit:

<http://www.officialcatholicdirectory.com/OCD/products-services>

Be sure to click through to your selection to see the entire listing.

Material Submissions

Listings and Logos:

ATann@NRPDirect.com

Display Ads:

KStein@NRPDirect.com



PRODUCTS AND SERVICES GUIDE CATEGORIES

Your print listing(s) will also appear in our online Products and Services Guide at www.officialcatholicdirectory.com.

Audio & Video

Audio & Video—General
Cassettes, Audio & Video

Business & Finance

Business & Finance—General
Capital Campaigns
Chaplain Services
Church Registers
Computers & Software
Consultants
Conventions & Trade Fairs
Donor Walls & Trees of Life
Financial Services
Investment Advisors
Office Equipment & Supplies
Planned Giving
Retirement Resources
Strategic Planning
Telecommunications
Tuition Management

Church Art

Art, Statuary & Decorations
Church Art—General
Fabric Art Hangings & Tapestries
Gold Leafing & Painted Murals
Mosaics
Sculpture

Church Furnishings

Altars, Tabernacles, etc.
Antiques, Religious
Baptismal Fonts
Bells, Carillons, etc.
Bishop's Regalia
Church Furnishings—General
Interior Design/Restoration
Lighting of Liturgical Space
Liturgical Design
Organs
Pews, Chairs, Kneelers
Plaques & Memorials

Church Glass

Antiqued Stained Glass
Church Glass—General
Decorative/Religious Window Film
Etched Glass
Faceted Glass
Stained Glass

Clerical Apparel

Clerical Apparel—General
Clergy Shirts
Robes, Vestments, etc.
Suits, Coats & Cassocks

Construction, Maintenance & Renovation

Architects
Artists & Decorators
Bronze Memorials
Conservation
Construction, Maintenance & Renovation—General
Liturgical Consultants
Monumental Church Entrances
Restoration/Refinishing

Education

Education—General
Educational Opportunities
Spiritual Enrichment

Fundraising

Fundraising Counseling
Fundraising—General
Fundraising Services
Fundraising Supplies

Gifts & Specialty Shops

Baked Goods & Food Items
Gifts & Specialty Shops—General
Paintings, Prints & Figurines
Religious Jewelry & Medals
Rosaries & Prayer Devices

Liturgical & Church Goods

Altar Linens, Laces
Bible, Hymnals, Missalettes
Candles, Incense
Chalice, Crosses & Metalware
Choir Robes
Gold & Silver Plating, Brass
Restoration & Repairs
Liturgical Certificates
Liturgical & Church Goods—General
Offering Envelopes
Sacred Vessels
Votive & Memorial Candles

Professional Associations & Organizations

Fraternal Organizations
Prayers & Devotions
Private Associations of Lay Faithful
Professional Associations & Organizations—General

Publishers

Magazines & Journals
Parish Directories
Photography
Publishers—General
Spanish Materials

Special Care Facilities

Special Care Facilities—General

Travel & Tourism

Conference & Retreat Centers
Pilgrimages
Shrines
Tours
Travel & Tourism—General

Web Services & Resources

Web Services & Resources—General



Target your audience with these specialized advertising sections in print and online.

Don't see what you are looking for?
Additional categories are available on demand!

CONTACT INFORMATION

New Jersey Headquarters

NRP Direct
430 Mountain Avenue, Suite 403
New Providence, NJ 07974

Advertising & Book Sales

April Tann, Sales Manager
ATann@NRPDirect.com
908-517-5939 (leave a message)

Production — Print and Web

Kathy Stein, Creative Services Manager
KStein@NRPDirect.com
908-517-0956

Mailing Lists

Agnes Orłowska, Mailing List Manager
AOrłowska@NRPDirect.com
908-517-1116



TERMS AND PAYMENT INSTRUCTIONS

Please make checks payable to: P.J. Kenedy & Sons.

Mail **checks only** to:

P.J. Kenedy & Sons
PO Box 743140
Atlanta, GA 30374-3140

Please mail insertion orders and/or renewal forms to the New Jersey headquarters.

Terms and Conditions: 30 Days. No rebate will be allowed for errors in submitted advertisements.

***Online-only ads will be invoiced when they go live.**

Cancellation Policy: An order may be cancelled in writing, including reason for cancellation. Written notice must be received before the reservation deadline of the upcoming publication. Fax or email is acceptable.

2021 PRINT MEDIA KIT