

INFORMATION FOR ADVERTISERS

The Catholic Thing is a superb medium for those who wish to be noticed by America's most well-educated, successful, and faithful Roman Catholics.

OVERVIEW

As founder and Editor-in-Chief Dr. Robert Royal wrote in his inaugural column in 2008, *TCT* is a unique website:

All of our columnists write frequently in other places, but there is no one place where you will find them all together offering material unavailable elsewhere. Wide-ranging and solid Catholic commentary on events is necessary, not only to keep us from being overwhelmed by the tsunami of information now coming at us all from many sources, but to cast a steady and invigorating Catholic light on what is otherwise a superficial and dull world.

The Catholic Thing provides fresh and penetrating daily columns about current events along with other commentary, news, analysis, and – yes – even humor.

Our writers include some of the most seasoned and insightful Catholic minds in America. Among *TCT*'s contributors are Robert Royal, Brad Miner, Mary Eberstadt, Father Gerald E. Murray, Anthony Esolen, Michael Pakaluk, Father Paul Scalia, David Warren, and many other men and women of faith and learning.

SOME STATISTICS

The Catholic Thing finished 2023 with more than 6,000,000 pageviews and 36-million events [i.e. all user interactions with the site, including ad impressions]. (Source: Google Analytics).

This growth is due to *TCT*'s superb "stable" of writers and to Dr. Royal's appearances on EWTN. Bob is, with host Raymond Arroyo ("The World Over") and *TCT*'s Fr. Gerald E. Murray, part of EWTN's "Papal Posse."

**Advertise
with *TCT*
and get your
organization
noticed.**

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TheCatholicThing.org

ADVERTISING RATES and SPECS

EFFECTIVE December 2023

A Top Horizontal

1400px × 300px website and mobile
\$525/month
\$170/wk

B Long Vertical

180px × 600px website*
700px × 300px mobile
\$380/month
\$115/wk

C Short Vertical

180px × 275px website*
700px × 300px mobile
\$315/month
\$100/wk

D Below Column

1400px × 300px*
\$370/month
\$95/wk

* Required

THECATHOLICTHING.ORG



ADVERTISING DETAILS

- » All website ads appear on all pages, except donation page.
- » Ads with movement of any kind will not be accepted.
- » Ad files should be submitted in jpg, png, jpeg or gif format.
- » You may submit up to 4 different ads and links for each ad spot reserved, which will rotate every 10 minutes.
- » You may also submit a mobile friendly version of your ads, optional but recommended.
- » For B and C ads only, *TCT* reserves the right to change the location of these ads throughout the time chosen to advertise with us.

The Catholic Thing Daily Email

ADVERTISING RATES and SPECS

EFFECTIVE December 2023

E Daily Email

800px × 100px
\$500/month
\$135/wk

F Bottom of Email

800px × 150px
\$350/month
\$75/wk



ADVERTISING DETAILS

- » At 6:00 AM 365 days a year TCT sends out an email to over 52K subscribers.
- » Ads with movement of any kind will not be accepted.
- » Ad files should be submitted in jpg, png, jpeg or gif format.