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.”
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

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

TCT DAILY EMAIL

Ad files should be submitted in jpg, png, jpeg or gif format.

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.

Sites Ancient and Modern
Robert Royal considers the way imagery and technology, old and new, speak to us and help us speak to one another. Welcome to The Catholic Thing's new website.

Throughout his book, Martin cites the Church’s pastoral passivity and accommodation to the sexual liberationist worldview. Examples of silence in these matters abound regarding sexual sins (e.g., cohabitation, homosexuality).

Click here to read the rest of Professor Echevarria’s review ...