

2025 Catholic Directory

ADVERTISING RATES & INFORMATION

Diocese of San Diego
2024 Catholic Directory

THE DIOCESE

1,381,968 Catholics in 8,852 sq. miles

2Counties — <i>San Diego & Imperial</i>	3Cultural Centers
96Parishes	32Preschools
58Chaplaincies	42Elementary Schools
13Missions	7High Schools
	3Higher Education

THE DIRECTORY

Addresses and telephone numbers of:

Offices; Parishes; Religious Communities; Schools; Organizations;
Catholic Charities; St. Vincent de Paul; Cemeteries

Photo Directory of Parish Priests and Deacons

Map with Parish Locations

Index of Advertisers

THE DISTRIBUTION

Locations:

Parishes	Lay Leaders
Schools	Community Groups and Organizations
Clergy	
Men and Women Religious	

ENHANCED ADVERTISING SECTION

All ads are now full color and appear on glossy paper.

UPGRADE OPTIONS

- Back cover
- Inside front cover
- Inside back cover
- Seven tab divider positions available
- Premium fold outs available

Automatic online presence at
thesoutherncross.org

Plus an additional exposure during the year to over 32,000 readers

ADVERTISING BOOKING

Donna K. Lightsey, Advertising
PHONE (858) 490-8266
P.O. Box 81869, San Diego, CA 92138

E-MAIL INQUIRIES:

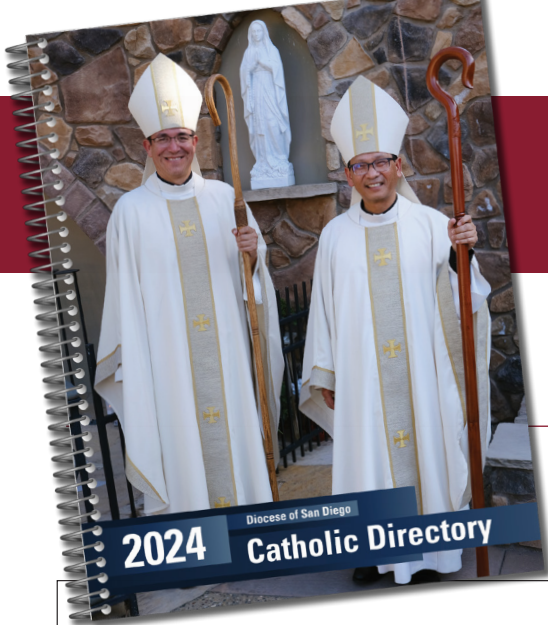
dlightsey@sdcatholic.org

E-MAIL ADS:

directoryart@sdcatholic.org

2025 RATES & SIZES

ADVERTISING RATES & SIZES



FULL PAGE
7¼" x 9½"
\$2,100

1/2 PAGE VERTICAL
3½" x 9½"
\$1,050

1/4 PAGE
3½" x 4⅝"
\$575

7¼" x 4⅝"
\$1,050

1/8 PAGE HORIZONTAL
3½" x 2¼"
\$375

1/8 PAGE
VERTICAL
1⅝" x 4⅝"
\$375

1/16
PAGE
1⅝" x 2¼"
\$275

Actual size not shown.

DETAIL INFORMATION

- Payment is due 30 days after space reservation.
- All ad positions are at the discretion of the publisher. (special positioning add 15%)
- Production charges may apply to retail ads that are not camera-ready.

SUBMISSION INFORMATION

- File format:** .pdf (Adobe Acrobat©)
.jpeg (Adobe Photoshop©)
- Resolution:** 300 dpi
- Line screen:** 100 lpi
- Delivery:** Email only: directoryart@sdcatholic.org
- Information:** Art Department (858) 490-8266