



THE SOUTHERN CROSS
MEDIA KIT
2026 ADVERTISING RATES



**DIOCESE OF
SAN DIEGO**

Instagram: @DioceseSanDiego 

Facebook: @DioceseSanDiego 

X: @DioceseSanDiego 

YouTube: @SDCatholics 

Let us put your message in their mailbox!

More than 33,000 subscribers

HISTORY

The Diocese of San Diego runs the length of California's border with Mexico and serves around 1.4 million Catholics in San Diego and Imperial counties. It includes 96 parishes, 47 elementary and secondary schools, Catholic Charities and various social service and family support organizations across the region. The diocese also includes five historic sites, the most well-known of which is the Mission Basilica San Diego de Alcalá, the first mission established in California by St. Junipero Serra in 1769.

The newspaper has been publishing quality journalism for more than 100 years. Founded in 1912 as an independent Catholic publication, *The Southern Cross* became the official newspaper of the Diocese of San Diego in April 1937, at the request of the diocese's founding bishop, Charles F. Buddy.

EXCEPTIONAL MARKET

The San Diego-Imperial Valley region is home to around 1.4 million Catholics. *The Southern Cross* is the only news publication that serves them in print and online, in English and in Spanish. It is the official publication of the Diocese of San Diego, which serves the diverse population of San Diego and Imperial counties.

CONTENT

The award-winning publication provides well-written, useful content, in English and Spanish, to help Catholics live their faith at all stages of life.

The content includes news stories about the regional Catholic Church; about the 47 Catholic elementary and secondary schools, which serve around 14,000 students; and about the individuals and ministries that are making an impact in the community. The content also includes personal reflections and a listing of upcoming events.

The print publication was redesigned in January of 2021 to enhance its visual presentation, using powerful photography and innovative design, and to connect readers with a broader range of resources.

REACH

The print edition publishes monthly and has a total circulation of around 36,000, of which approximately 33,000 are delivered to the homes of the faithful. These families are ethnically diverse, are active in their parishes and financially support them. The publication has the second-largest print circulation in San Diego County.

Around 2,000 issues are delivered to most of the diocese's 96 parishes, its three high schools and its Catholic institutions, including the University of San Diego.

The online edition, thesoutherncross.org, was officially launched in the fall of 2019. The news site is updated daily, in English and Spanish. It's the only digital site in the San Diego region that presents a variety of local, national and world news about the Catholic faith.

NEWSPAPER ADVERTISING

The Southern Cross and The Southern Cross Spanish Edition

Back Cover

\$2,400 / 6x \$2,040 / 12x \$1,800

Inside Back Cover

\$2,100 / 6x \$1,785 / 12x \$1,575

Center-Spread

Available, contact advertising representative for rates.

Full Page

\$1,890 / 6x \$1,606 / 12x \$1,417

Half Page

\$945 / 6x \$803 / 12x \$708

Quarter Page

\$472 / 6x \$401 / 12x \$354

Eighth Page

\$236 / 6x \$200 / 12x \$177

SPECIFICATIONS

- Open rate \$35 per column inch.
- Full color included.
- Ad discount rates for 6x (15%) and 12x (25%) placements.
- A one-time \$20 fee will be added for shipping & handling.
- All rates are net, agencies add 15%.
- All ads are subject to the publisher's approval.

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FULL PAGE
\$1,890 | 10"x13.5"

HALF PAGE
\$945 | 10"x6.75"

QUARTER PAGE
\$472 | 4.84"x6.75"

EIGHTH PAGE
\$236 | 4.84"x3.375"

INSERTS

Inserts must be sized to fit completely inside the newspaper and be delivered to the printer at least 10 working days prior to the day of publication. Contact the advertising representative for details.

SIZE	RATE PER 1,000	MAX WEIGHT (OZ.)	SIZE	RATE PER 1,000	MAX WEIGHT (OZ.)
Card/Sheet	\$50	0.5	16 Pages	\$80	2.0
Up to 4 Pages	\$50	0.5	20 Pages	\$91	3.0
8 Pages	\$60	0.8	24 Pages	\$104	4.5
12 Pages	\$70	1.5			

DISCOUNTS

(Discounts may not be combined)

- Church & Diocesan Offices15%
- Non-Profit Organizations10%

DEADLINES

- Space Reservation 15 calendar days prior to publication
- Ad Production All assets 15 days prior to publication
- Camera-Ready/Electronic Ads . . . 12 days prior to publication

SUBMISSION REQUIREMENTS

Digital File Preparation

Send a press-optimized (high-resolution) PDF file. Optional JPG format is acceptable but not recommended.

Submit your digital ad via e-mail or WeTransfer.

Send notification to Donna Lightsey, advertising representative, at dlightsey@sdcatholic.org.

Convert all fonts to outlines before generating the PDF file. Photos should be at least 300 DPI. All color within an ad must be CMYK.

If you have questions, please contact Donna Lightsey, advertising representative, at dlightsey@sdcatholic.org or (858) 490-8266.

Color and Resolution

All color files must be submitted in CMYK format, **not** RGB or Pantone colors.

All photos within your document must be scanned or saved at 300 DPI.

Publisher’s Protective Clause

Publisher reserves the right to mark “advertisement” on copy that readers might confuse with editorial content and to refuse offensive copy or advertisements that take unfair competitive advantage. Publisher assumes no liability for errors in key numbers, listing in the Advertisers’ Index or reader service numbers.

Advertisers and their respective agencies are held liable for all contents of advertisements printed, and for any claims arising therefrom made against the publisher.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or governing entity, fire, flood, riot, explosion, embargo, strikes, labor or materials shortage, transportation interruptions, work slowdown, or any condition beyond the control of the publisher that affects production or delivery in any manner.

Orders specifying positions are accepted subject to the right of the publisher to determine actual positions. An order may be canceled by the publisher if the advertiser or agent fails to pay overdue accounts.

SUPPLEMENT | THEME PAGE SCHEDULE CALENDAR

The Southern Cross publishes several theme pages and supplements each year.

Please e-mail Donna Lightsey at dlightsey@sdccatholic.org or call (858) 490-8266 for details, including rates and deadlines.

Supplement Schedule											
January	February	March	April	May	June	July	August	September	October	November	December
Finance No advertising available	Annual Catholic Appeal No advertising available			Wedding Space Closes 4/8/26 Art Due 4/10/26 Published 4/30/26		Seniors Space Closes 6/10/26 Art Due 6/12/26 Published 7/2/26		Catechetical Sunday Space Closes 8/5/26 Art Due 8/7/26 Published 8/27/26	Missions No advertising available		

Theme Page Schedule											
January	February	March	April	May	June	July	August	September	October	November	December
Day of Love and Friendship Space Closed		Easter / First Communion Season Space Closes 2/11/26 Art Due 2/13/26 Published 2/26/26	Summer Activities / Mother's Day Space Closes 3/11/26 Art Due 3/13/26 Published 3/26/26	Summer Activities / Congratulations to Graduates Space Closes 4/15/26 Art Due 4/17/26 Published 4/30/26	Summer Activities Space Closes 5/13/26 Art Due 5/15/26 Published 5/29/26			Health Space Closes 8/12/26 Art Due 8/14/26 Published 8/27/26	Health Space Closes 9/16/26 Art Due 9/18/26 Published 10/1/26	School Open Houses / Christmas Events Space Closes 10/14/26 Art Due 10/16/26 Published 10/29/26	Christmas Events / Pilgrimages Space Closes 11/11/26 Art Due 11/13/26 Published 11/27/26



WEBSITE ADVERTISING

Launched in 2019, thesoutherncross.org and thesoutherncross.org/es (Spanish-language edition), not only publishes regional news stories about the Diocese of San Diego, but also shares the major developments about the Catholic Church originating at the Vatican. The online edition is updated weekdays in English and Spanish.

Skyscraper 300x600 – \$500 1x/\$450 6x/\$400 12x — Position: ROS (English)

Leaderboard 728x90 – \$500 1x/\$450 6x/\$400 12x — Position: ROS (English)

Banner 728x90 – 728x90 - \$450 1x/\$400 6x/\$375 12x — Position: ROS (English)

Rectangle 300x250 – \$400 1x/\$375 6x/\$350 12x — Position: ROS (English)

Ad layouts adapt to desktop, tablet, and mobile screens.



SPECIFICATIONS

- Web ad files can be submitted in JPG and PNG formats.
- Ads are placed on a Run of Site (ROS) rotating basis.
- All ads are subject to the publisher's approval.
- Artwork may be updated monthly.
- Rates are per month and will be charged in advance.

DIOCESE OF SAN DIEGO CATHOLIC DIRECTORY

The Southern Cross also publishes a full-color, tabbed Catholic directory once a year. The directory is the only reference publication that offers a comprehensive listing of Catholic parishes, schools, ministries, institutions, clergy, religious orders, lay leaders, and more in San Diego and Imperial counties. In addition, the directory shares basic information about the history and characteristics of the diocese and its Catholic community.

The directory publishes each January.

Advertising sales close in September for the upcoming issue. For rates and artwork specifications, contact Donna Lightsey, advertising representative, at dlightsey@sdatholic.org or (858) 490-8266.

Order your directory online at thesoutherncross.org.

