

THE DIOCESE

- 1400,677 Catholics in 8,852 square miles
 - 2 Counties — San Diego & Imperial
 - 97 Parishes
 - 58 Chaplaincies
 - 14 Missions
 - 3 Cultural Centers
 - 34 Preschools
 - 43 Elementary Schools
 - 6 High Schools
 - 3 Higher 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
- IMPROVED ADVERTISING SECTION
(with GLOSSY pages and an option to upgrade your ad to 4-color)

THE DISTRIBUTION

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

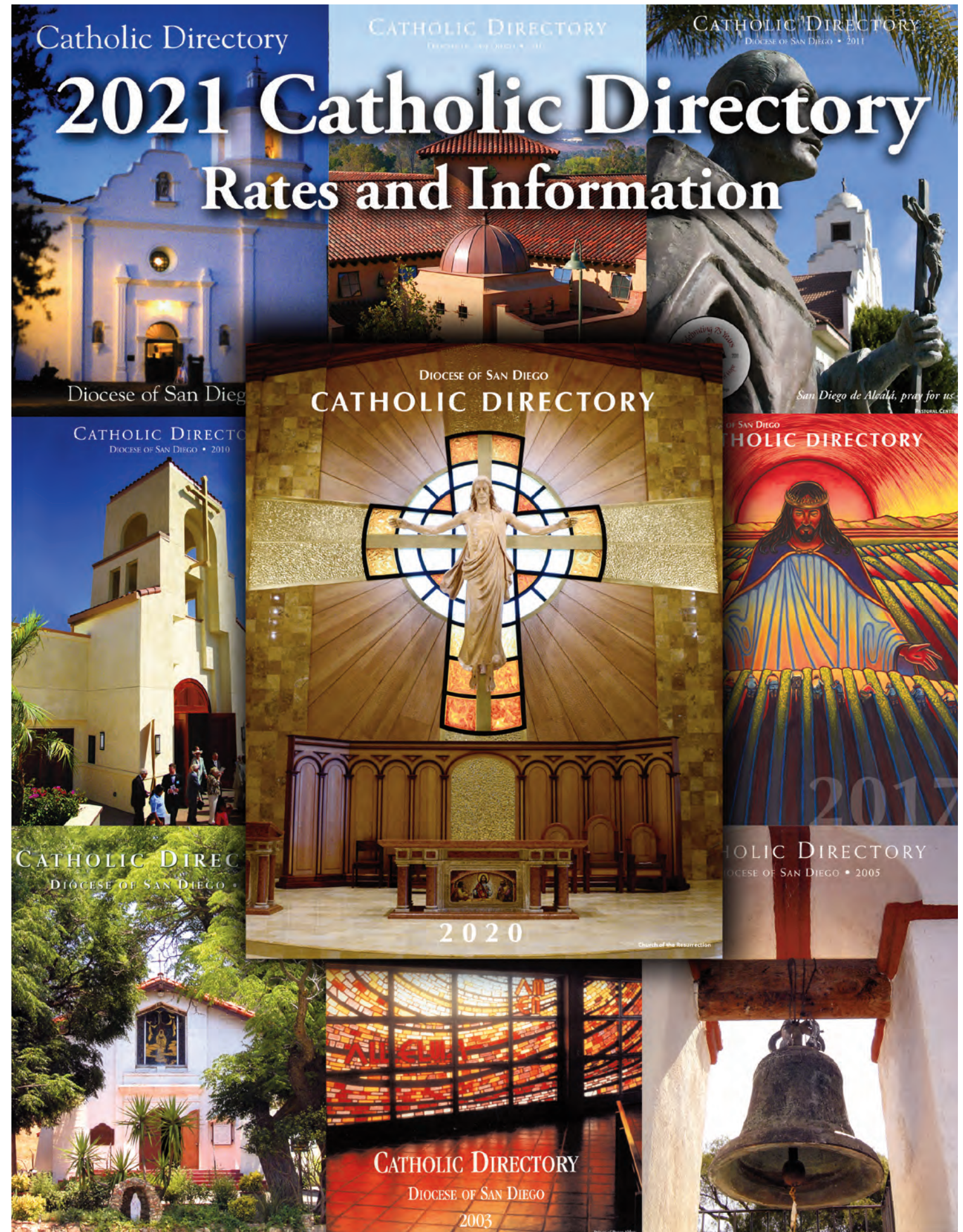
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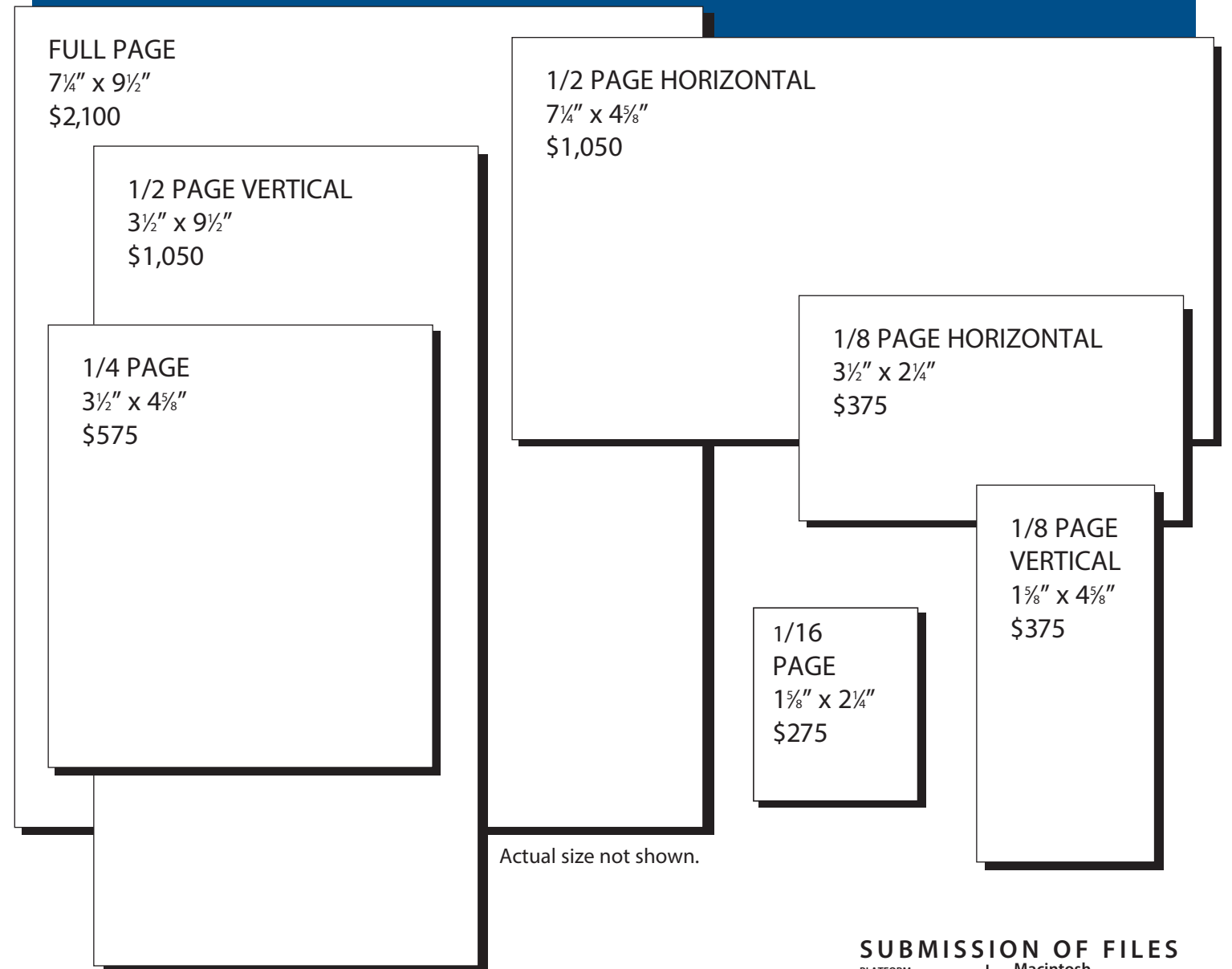


Additional bonus features for all 2021 Directory advertisers

Online presence of your advertising message at thesouthernncross.org

Additional exposure during the year to over 38,000 readers in a special advertising feature in The Southern Cross.

ADVERTISING RATES & SIZES



NOTES

- Payment is due with space reservation
- All positions at option of the publisher (special positioning add 15%)
- Production charges may apply to retail ads that are not camera-ready

SUBMISSION OF FILES

PLATFORM	Macintosh
APPLICATIONS	Adobe Acrobat® Adobe Photoshop®
FILE FORMATS	.pdf (Adobe Acrobat®) .tiff (Adobe Photoshop®) .jpeg (Adobe Photoshop®)
RESOLUTION LINE SCREEN	300 dpi 100 lpi @ 100%
MEDIA	DVD CD
DELIVERY	MAIL: The Southern Cross Attn: Art Department P.O. Box 81869 San Diego, CA 92138
FEDEX	3888 Paducah Drive San Diego, CA 92117
E-MAIL	directoryart@sdcatholic.org
INFO	Art Department (858) 490-8276