Diocese of
Green Bay

On MISSION

PRINT & DIGITAL MEDIA

Office of Communications & Marketing

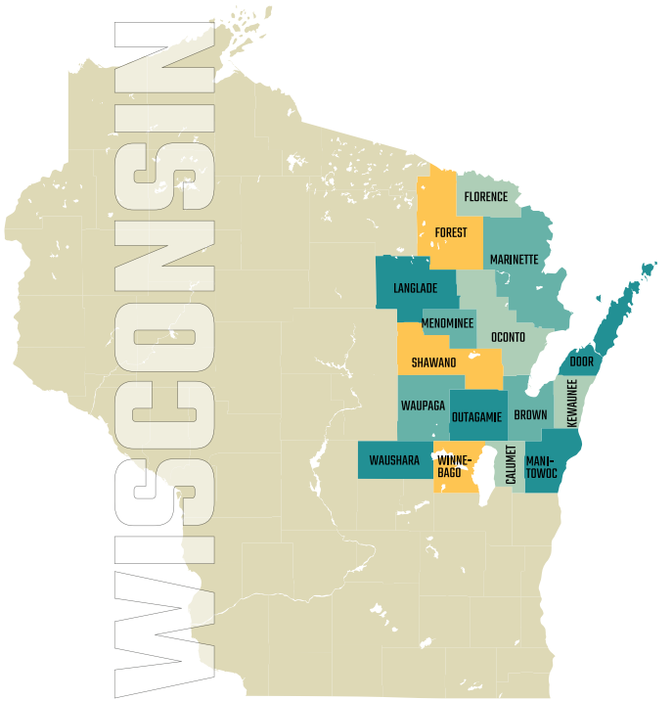
Media Kit

2027

Effective Jan. 1, 2027

On MISSION

Advertising & Sponsorship Opportunities



Reaching Catholics in 16 counties in NE Wisconsin through print and digital media.

Magazine ..... p 3, 4

E-newsletter..... p 5

Website..... p 5

On Mission Terms & Conditions:

1. All advertisements are subject to publisher's approval.
2. All ads are net; prepayment preferred whenever possible. Balance due upon receipt. Credit and debit cards accepted.
3. If a frequency discount is offered, all advertising will be re-invoiced at the full rate upon cancellation.
4. FREE design and layout assistance.

The above policies apply to all advertising and sponsorship opportunities offered by the Office of Communications & Marketing.

For all advertising and sponsorship opportunities, contact:

Amy Kawula, Marketing & Operations Manager
Direct phone: 920-272-8212
Email: akawula@gbdioc.org
PO Box 23825
Green Bay, WI 54305-3825

Diocese of Green Bay

On MISSION

Magazine

Led by the Holy Spirit, **On Mission** features inspirational stories of Catholics living and exploring their faith and provides a fruitful forum for discussion and learning. Our magazine, print and digital, will share news, activities and services relevant to the people of the Diocese of Green Bay. In partnership with our Catholic parishes, schools, and ministries, we strive to build strong faith communities that lead all people to the Kingdom of God.

The 32-page print magazine will be mailed six times per year to nearly 90,000 registered Catholic households, reaching 225,000 people. In addition, our digital presence will broaden this reach for those who choose to read the magazine on a personal device.

PUBLISHING SCHEDULE

2027 Months	Advertising Deadline	Mail Date
January/February	11-06-26	1-13-27
March/April	1-22-27	3-10-27
May/June	3-26-27	5-12-27
July/August	5-21-27	7-14-27
September/October	7-23-27	9-15-27
November/December	9-24-27	11-10-27

Diocese of
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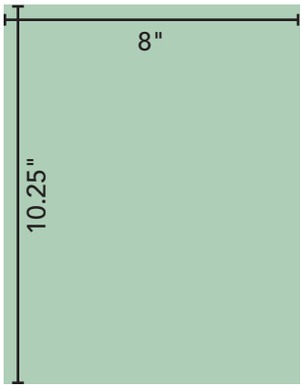
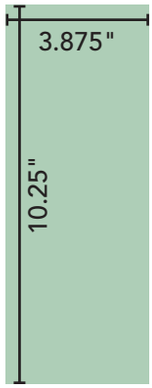
On MISSION

Magazine Ad Rates (includes print & digital)

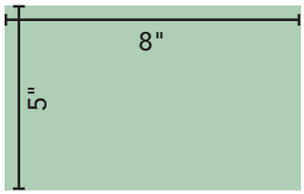
Ad Size	1X	3X 5% Savings	6X 10% Savings
Full page color (8" w x 10.25" h) (Example: $5,735 print mag. & $1,265 digital mag.) (Inside front cover or back cover: $8,000)	$7,000	$6,650	$6,300
1/2 page color (8" w x 5" h OR 3.875" w 10.25" h) (Inside front cover or back cover: $4,750)	$4,000	$3,800	$3,400
1/4 page color (3.875" w x 5" h) (Inside front cover or back cover: $3,000)	$2,500	$2,375	$2,250
1/8 page color (3.875" w x 2.5" h)	$1,500	$1,425	$1,350
Bottom banner ad (8" w x 2.5" h)	$2,000	$1,900	$1,800
Inserts (up to two per issue) (available upon request) $70-$100/thousand 95,000 inserts	TBD	TBD	TBD



FULL PAGE



HALF PAGE
VERTICAL



HALF PAGE
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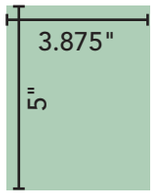
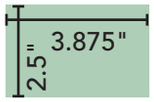
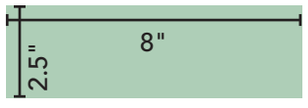


1/4 PAGE



1/8 PAGE



BOTTOM BANNER

Diocese of
Green Bay

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On MISSION

Annual Sponsorship Mentions

- Bishop's Column* $10,000/Year
- Mass Schedules (all)*.....$7,500/Year
- Calendar of Events (all)*.....$5,000/Year
- Careers (all)*.....$5,000/Year
- Kid's Page (Print & Digital Magazine 6x/Year).....$3,000/Year
- Sunday Readings (E-newsletter & Website).....$1,000/Year
- Bishop's Calendar (Print & Digital Magazine 6x/Year).....$1,000/Year

*All = (print and digital magazine 6x/year, weekly e-newsletter, and website)

Support

Support our work of reaching and impacting more people across the Diocese of Green Bay:

- The Office of Communications & Marketing welcomes donations to support the mission of our diocese.
- We welcome donations to provide subscriptions of the print edition of the magazine to those in greatest need, such as prisons and homeless shelters.
- To donate, call or email Amy Kawula at 920-272-8212 or akawula@gbdioc.org.

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Digital Offerings

E-newsletter

The weekly e-newsletter is currently delivered to over 5,000 dedicated readers every Thursday at 9 a.m. with identified opportunity for substantial growth.

Paid Advertisements

600x125 Top Leaderboard	$450/Four weeks
	$250/Two weeks
	$150/One week
600x125 Middle Leaderboard	$300/Four weeks
	$175/Two weeks
	$100/One week
300x250 Bottom Leaderboard	$300/Four weeks
	$175/Two weeks
	$100/One week
Paid Partner (1 per edition)	$100/edition

Includes title (up to 40 characters), photo or logo (190x140px), 1-3 sentences of content (30-40 words) and a "Learn More" text link to a website/page of your choice.

Website

The On Mission website reaches over 35,000 unique visitors each month, is mobile responsive and includes Vatican, local and Spanish news.

728x90 Header Leaderboard	$225/Month
728x90 Left Content Leaderboard	$175/Month
728x90 Left Content Bottom Leaderboard	$175/Month
300x600 Right Half Page Rectangle	$150/Month
300x250 Right Medium Rectangle	$125/Month

Note: Guaranteed exclusive placement: Add'l $150/Month

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Career Advertising & On Mission Community Calendar

Career Advertising

Includes placement on On Mission website which will be promoted in all media platforms: QR code in print and digital magazine, link to website career page in weekly e-newsletter and a biweekly general social media promotion on On Mission social media platforms.

Careers submission form: **onmiss.io/Careers**

Two weeks on On Mission Website $150
Four weeks on On Mission Website $250

Congratulatory Advertising

$125 per congratulatory advertisement for religious jubilees (sisters, deacons, priests), Priest or Transitional Diaconate Ordinations, Priesthood Sunday, Faith That Works, retirements or other shared on On Mission social media platforms.

On Mission Community Calendar

To build strong faith communities, On Mission encourages local parishes, schools and affiliate organizations to submit their events to this FREE calendar listing.

Events submission form: **onmiss.io/Calendar**

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