



**Chamber of Commerce  
Southern New Jersey  
Media Package**

2020/21

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**Catholic Star  
Herald**

# Catholic Star Herald History



## The Largest Catholic Media Source in Southern New Jersey

The first issue of the Catholic Star Herald was dated May 11, 1951, while Pius XII was pope, Harry S. Truman was president and CBS was working on a new show called “I Love Lucy” that would debut in a few months. It was printed at a press in Rochester, New York, and was the first diocesan newspaper in New Jersey.

In that first issue, Msgr, Joseph B. McIntyre, the first managing editor, informed readers that the paper was “designed to serve the interests of the Diocese of Camden and its people, Catholic and non-Catholic, who reside within the boundaries of the diocese.”

The paper has grown to its current of more than 44,000. Through the years it has been honored for both its editorial content and the quality of its advertising. While still carrying national and international news of particular interests of Catholics, today is focused more than ever on the people of South Jersey and how religious values influence every aspect of their lives, from family life to education to social justice.



# Idea and Concept

Our concept is to combine the power of digital advertising with the power of print advertising. Utilizing today's most advanced technology Geo Fencing! To reach the cell phone's of your customers.

Reach our 44,000 paid subscribers with a color print advertisement in the Catholic Star Herald.



# Digital Platforms

## The power of Catholic Star Herald Digital

**Geo Fencing:** Place your targeted mobile display ads based on specific geographical boundaries (geo-fencing) or deliver your targeted mobile display ad to persons who have been to a certain location (look back). Continuing to deliver ads after users leave the geo-fenced locations.

### Campaign Description:

- Target neighborhoods surrounding your business.
- Target your competitors business
- Deliver your advertisement across hundreds of apps and mobile web on guests mobile devices
- Goal to reach 100,000 Impressions during campaign



# Sample view of Advertisement

CELEBRATE THE  
**RED, WHITE & BLUE!**

Shop Now

**Toyota of Huntington Beach**

10:04 hgtv.com

**BURTON POOLS & SPAS** UP TO \$770 OFF Doughboy Pool Packages

HGTV Lifestyle

CLEANING

30 Mistakes That Are Making Your Home Unhealthy 30 Photos

Editors' Picks

11:39 southernliving.com

**Southern Living** SUBSCRIBE

HOME

15 Outdoor Activities To Keep You Grounded During Quarantine

You'll find us on the porch, getting our daily dose of vitamin D. ...

42nd Anniversary Sale  
**\$2,700 Instant Rebate**  
on HotSpring Hot Tubs

**BURTON POOLS & SPAS** HotSpring Every day made better Learn More

ADVERTISEMENT

Recipes to Make This Week

From our home to yours, **we're with you.** **ROCI Mortgage** By Quicken Loans NMLS #9838

# Chamber of Commerce Media Package Summary

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- 100,000 geo-fenced impressions
- Two color ¼ page ads in the Catholic Star Herald
- Permanent company post on the Catholic Star Herald website.
- Price per Campaign: \$3000.00



# THANK YOU!

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