

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.

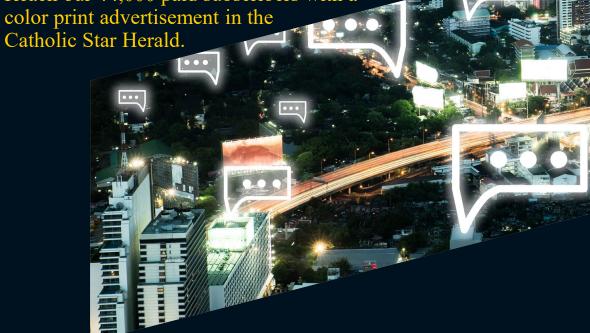


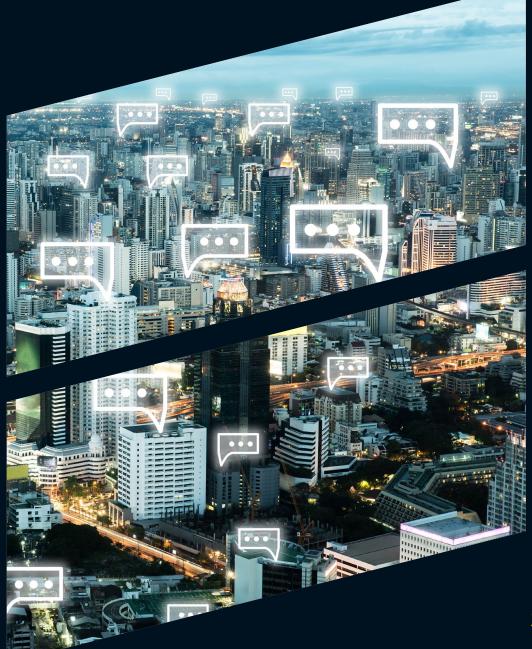
Idea and Concept

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

Reach our 44,000 paid subscribers with a

Catholic Star Herald.







Digital Platforms

The power of Catholic Star Herald Digital

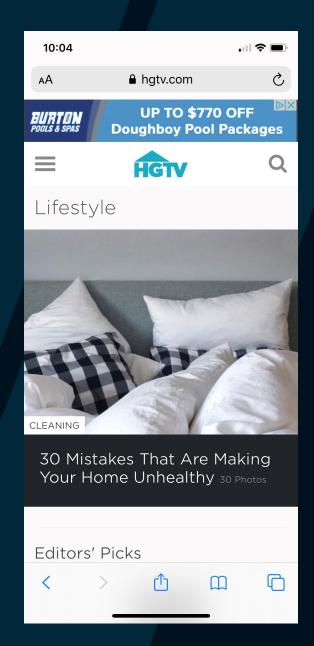
Geo Fencing: Place your targeted mobile display ads based on specific geographical boundaries (geo-fencing) or deliver your targeted mobile display ad to persons who have been to a certain location (look back). Continuing to deliver ads after users leave the geo-fenced locations.

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







Chamber of Commerce Media Package Summary

- 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

