

Catholic Anchor Advertising Policy

As an outreach of the Archdiocese of Anchorage, the Catholic Anchor newspaper receives support through a variety of funding sources. A key funding source is advertising revenue. The Anchor sells advertising space to local and national businesses, nonprofit organizations, churches, schools and a variety of ministries and offices of the Archdiocese of Anchorage. These groups purchase ads through our Advertising Manager Sandy Busch (297-7715). Sandy works with clients to establish contracts and finalize design elements.

The benefits of purchasing advertising space include:

- Opportunity for exposure in advance of the event
- Guaranteed placement on the date requested
- Inclusion of color or other graphic elements that enhance reader response.

Advertisements differ from community notices or news briefs, which may be published in the Anchor, free of charge. News briefs or community notices are for events that are free of charge and open to the public. These events should not, for example, be promotional items such as auctions or raffles. These types of fundraisers would typically fall under paid advertisements.

Finally, as much as we'd like to include every item submitted, there is limited space for news briefs and notices, which means they are published on a priority basis, as determined by the newspaper editorial staff. As with all news items, the editorial staff may sometimes choose to publish a story or news brief independent of a paid advertisement.