



**Advertising just got  
easier.**

Online Advertising on  
Catholic Websites

## About Online Advertising

**Our online advertising system allows you to advertise on a number of Catholic websites easily and cheaply.**

**CathCom Ads** enables you to advertise regardless of your budget - keeping you in complete control of your advertising campaign. You simply top up your *CathCom Ads* account with as much or as little as you require, then each time your advert is viewed a certain amount (typically 0.75\* pence is taken from your account). You can pause or change your advert at any point, otherwise you advert will continue to be seen until there is no money in your CCA account.



## Why advertise online as well as in publications?



Advertising is not direct - you are not phoning someone and asking if they want to buy something, you are making your organisation/product/message real in readers minds. When people see an advert for the first time they are unlikely to respond to it, because usually it means nothing to them. When people have seen you advert a number of times, they are familiar with your organisation and you have succeeded in making your name real in people's minds. It is at this point that people are more likely to respond.

Therefore, ongoing advertising works far better than a one-off advert, and advertising in a variety of places and a variety of ways, makes you organisation more real to people and will give them more confidence in you. The result will be that they will feel that your organisation is one that is worth supporting, your product is one worth buying and your message is one worth hearing.

\*excludes VAT

# 150,000

**With more than 150,000 web pages viewed every month we can make sure that you reach a new audience.**

# Specialised Market

**All our websites are related to the Catholic Church – if you choose to be more specific you can select where your advert will be shown.**

# Websites

Your advert can include a link direct to your website – or to a specific page on your website. This allows users to be taken straight to the information that you want them to see.



# No Website

If you do not have a website there is plenty of room for other contact information, allowing people to phone you as they browse the Internet. Or you can always contact us to find out about having your own website. If you are not ready for your own website we could always just create a page of information about your organisation to enable you to get more information across and give you a presence on the Internet.

# Flexible Budget

You can choose how much you want to spend on advertising and how often you want to renew your advertising. You top up an account and then each time your advert is viewed a tiny amount of money is taken. **You can top up from as little as £5 and still get more than 500 views of your advert.**

# Effective Advertising

Advertising online does two things. Firstly, it enables you to be seen by a new audience. Many people browsing online would not otherwise see your advertisements elsewhere. Secondly, those people who have already seen your advertisements will notice your advert in a new context. This will expand the awareness and perception that people have of your organisation.

# Easy to Manage

You can log in to your account anytime of the day or night. Here you can edit your advert, top up your account, pause your advert so it is no longer displayed, see the details about each view of your advert.

# Quick to set up

It only takes a few minutes to set up your account and to create an advert. If you have advertised with us before you will already have an account set up. If you would prefer us to set up your account and advert for you then just contact us by phone or e-mail.

## Websites

Below is some information about each website – if you want to compare the figures of each website you can use the table on page 5.



**Independent Catholic News** is a UK based daily news service from providing Catholic news from around the UK and abroad. It has been running since May 2000 and has built a very good reputation with a wide variety of stories relating to the Catholic Church around the world.



**CatholicDirectory.org** is the only online directory of Churches, Mass Times and People in the Catholic Church in England & Wales. It was established in October 1997 and has enabled thousands of people to find the Church or the Mass Time that they are looking for.



**Catholic Community** was launched in 2002 and then relaunched by Bishop John Arnold in 2008. It is a Catholic Social Networking site and currently has around 1,500 members who use the system to communicate, meet, share resources and send messages.



**CathCom** is predominantly a site for people involved in the Church to find Website and IT services and resources that relate to their work. Many of the people using the site are priests or employees of the church. Although this is a much smaller audience it is very targeted at a specific group of people.



## Starting your Online Advertising

You can sign up to advertise online at [www.CathComAds.com](http://www.CathComAds.com). You will be able to create your advert yourself, upload an image, and top up your account so your advert can be seen within minutes.



If you do not have access to the Internet and we can set up your advert for you. Feel free to phone us with some text for your advert and we will be able to set up your advert for you. For this, or for any other information please contact us:

**Phone:** 020 7112 6710  
**Fax:** 0870 132 6134  
**E-mail:** [papers@cathcom.org](mailto:papers@cathcom.org)  
**Website:** [www.cathcom.org/advertising](http://www.cathcom.org/advertising)  
**Address:** L4 Blois Meadow Business Centre,  
Steeple Bumpstead,  
Haverhill  
CB9 7BN

## About CathCom

CathCom is a Catholic Communications Company based in the UK. We provide a broad range of products and services tailor-made to help communications within the Catholic Church. We specialise in areas such as Websites, Intranets, administration systems, information management and sharing, advertising, publishing and design.

We are involved in the creation, maintenance and development of many websites, IT systems, payments/accounts system, newspapers, directories, as well as many other projects and resources.

For more information or for testimonials please go to [www.cathcom.org](http://www.cathcom.org).

## Our Other Services

### Publicity Advice and Consultancy

As we offer a variety of publications and websites we can create an advertising package that will work for you. We can help you work out the most beneficial readers for your organisation and then create an advertising campaign to enable you to get your message across

### Design

We offer Advert design and layout to bring your ideas to life and get your message noticed and remembered. Whether it is for a one off advert or a co-ordinated campaign across publications and the Internet we can bring it all together for you.

### Website Design

We can also provide expert website design and IT support. Whether it is a simple site to provide information to your members/customers or an interactive site enabling you to gather information, take bookings and payment or share information effectively. We can provide all the expertise you need without any jargon.