



faith  
CATHOLIC

The Next Generation of  
**DIGITAL PUBLISHING**  
for Your Diocese

**Connecting people with Jesus and his Church**

PUBLISHING • DIGITAL PUBLISHING SERVICES • MARKETING • PARISH PRODUCTS

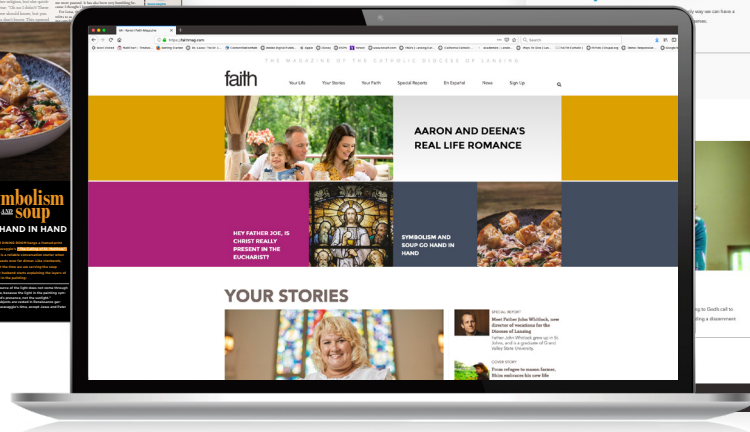
# DIGITAL PUBLISHING WITH A FAITH CONTENT WEBSITE



**FAITH Catholic's digital publishing service offers three components that help your diocese evangelize and build a digital faith community:**

## 1. A CUSTOM WEBSITE UPDATED REGULARLY WITH YOUR NEW CONTENT

What does it mean to publish a magazine digitally? In the past, readers received a link to a "flip book" edition of a magazine that approximated the experience of flipping through a print publication. Today, readers expect to find magazine content on a mobile-friendly website, where every story is searchable by publication date, author, subject matter and theme. FAITH's digital publishing team is helping publishers to bring their content to an online platform that gives readers access to current stories, as well as archived material from past issues. A content website from FAITH Catholic is the future of digital publishing — creating an ongoing, evergreen resource that helps build disciples for Jesus and his Church.

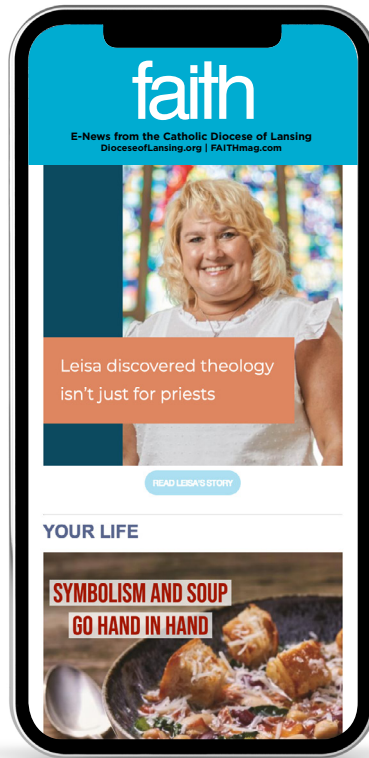




## 2.

### A REGULAR E-NEWSLETTER FOR YOUR SUBSCRIBERS

Building a digital audience means connecting with people in a variety of ways. Nothing is more effective than email to build a digital audience. That's why FAITH has developed an e-news product that enables clients to engage with readers via email, directing them to a content website and allowing them to read, enjoy and share content with family and friends. This is what it means to be a content evangelist! Plus, by growing an email list, dioceses and Catholic organizations can learn more about what readers want and how to keep them engaged. FAITH's digital editors can create your regular e-newsletter and assist you in staying connected with your digital audience.



## 3.

### CONSISTENT SOCIAL MEDIA DRIVING TRAFFIC TO YOUR SITE

Dioceses and Catholic organizations work hard to engage with followers in the social media space, but it's difficult to create a consistent presence in social media that engages people and helps them take the next step — clicking through to see your content. FAITH's digital editors can create a monthly social calendar with customized posts to drive traffic to your content site and help grow your digital community.

### SAMPLE CONTENT SITES:

Diocese of Lansing, MI  
[FAITH Magazine](#)

Diocese of St. Petersburg, FL  
[Gulf Coast Catholic](#)

Diocese of Charleston, SC  
[The Catholic Miscellany](#)

Diocese of San Jose, CA  
[The Valley Catholic](#)

Diocese of Birmingham, AL  
[One Voice](#)

Diocese of Austin, TX  
[Catholic Spirit](#)



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# DIGITAL PUBLISHING PROPOSAL

## Services included in this proposal:

### CONTENT WEBSITE

FAITH will digitally publish a custom website for your diocesan publication; designed, hosted and supported by FAITH Catholic; updated with your local content plus your choice of FAITH columns and special reports. This service includes content migration (up to six issues of archived content), email collection capability for e-newsletter subscribers, and social media sharing on a desktop and mobile-friendly website.

### MONTHLY E-NEWSLETTER

Using your current email service provider (if none, we will help you secure one), FAITH will design a monthly email newsletter template for your publication, including populating the e-news with your magazine content and links to drive traffic to your publication website. Diocese can add local and breaking news, approve and hit 'send.'

### MONTHLY SOCIAL MEDIA POSTING

Using the publication website content, FAITH will schedule daily social media posts to drive traffic to the content site, posting from the diocese's existing Facebook and Instagram accounts.

CONTENT WEBSITE SERVICE ESTIMATE	
<b>One-time setup fee</b>	<b>\$7500</b>
<b>Monthly maintenance and service fee</b>	<b>\$1,200</b>
<b>Total first year:</b>	<b>\$21,900</b>
<b>Total subsequent years:</b>	<b>\$14,400</b>