

To our valued advertisers,

As you all know, COVID-19, also known as the Coronavirus, is spreading across our nation, and various government agencies are daily recommending that citizens curtail their pursuits more and more. Dioceses and churches are canceling Masses and activities, and many other events are being curtailed. Every business is having to adjust to this new reality, with the hope that it will be only temporary.

Here at J.S. Paluch Company, we understand how important it is for your advertising dollars to continue working for your business, especially during these uncertain times. The exposure that your advertisements in our parishes' Sunday bulletins give you is an integral part of your success in the local community. In a similar way, the support that you, our advertisers, provide for the parish bulletins that we publish is a critical part of their success.

We want you to know that we are taking a number of steps to ensure that your advertisements are still being seen by parishioners and other customers:

- We are working with every parish to make sure that everyone still has access to their Sunday bulletin every week. We have enhanced our communications with all our parishes and are encouraging them to update us on their situations so that we may respond quickly to their needs as they arise.
- We are expanding our subscription service and are taking on the work involved in sending the bulletins electronically to more and more parishioners every week.
- As we expand the delivery of electronic bulletins, we are ensuring that the ad pages will appear with every copy and on all the related web sites. When a parish posts a bulletin to their own web site, we work with them to make sure that it includes your advertisements.
- Your advertisements appear on e-churchbulletins.com, findaparish.com, findtrustedbusinesses.com, and through the OneParish app.
- While parishes overall may be receiving fewer printed bulletins over the next couple of weeks, we are still providing bulletins to every parish to accommodate Masses and services that are still going on in many dioceses. Even parishes that have cancelled services will have bulletins available in their churches for visitors and those who come for private prayer.

We continue to monitor the situation as events unfold in each area of the country and are doing our best to manage an unpredictable situation. We will provide you with updates as they become available. And we are working to develop a plan to assist advertisers once the Coronavirus situation has become more stable.

Know that we at J.S. Paluch are working hard to maintain the satisfaction and support of you, our highly valued partners, in the challenging days and weeks ahead.

We are grateful for your trust, and we will keep you in our prayers as we rely on your prayers for us as well.

— The J.S. Paluch Company