MISSION STATEMENT

The National Catholic Reporter connects Catholics to church, faith and the common good with independent news, analysis and spiritual reflection.

Having developed through the inspiration of the Second Vatican Council, our spirit is independent, our management lay, our vision ecumenical. We attempt to contribute to the Catholic conversation by supporting freedom, honesty, openness and shared responsibility within the NCR reader community, the communities in which we live, and in the church, and by promoting the vision of a pilgrim church intimately linked with humanity and its history. We realize our unique responsibilities as North American Catholic publishers, both in our own society and in the worldwide faith community.

From these perspectives, our biweekly newspaper reports and comments on the church in the modern world. Both our print and web publishing efforts foster an active, engaged spirituality in support of human dignity, social justice, environmental responsibility and world peace. As we dialogue within the Catholic community and with those beyond, we balance integrity and sensitivity, keeping an editorial vision that is both prophetic and reconciling — discerning the work of God’s Spirit and also aware of human limitations.

We try, in all our management and publishing decisions, to evaluate carefully the needs of the faith community we serve and to respond effectively to those needs.

“National Catholic Reporter is a brave little newspaper”

—The New York Times
ABOUT NCR

The National Catholic Reporter is the independent Catholic newspaper that has covered events related to the church in the world since 1964. Inspired by the Second Vatican Council, NCR continues to meet the need for aggressive reporting of the religious dimension of the news and provides an open forum for reader discussion. Insightful articles challenge our readership of more than 100,000 who want to know the facts, yet want to form their own opinions as free thinkers in today’s church.

NCR has won the Catholic Press Association’s Award for General Excellence 15 out of the last 16 years. Our editorial staff includes Pulitzer Prize nominees and former writers for TIME Magazine and Religion News Service. We benefit from our relationships with a network of 200 writers and journalists, whose articles have also appeared in The New York Times, U.S. Catholic, Sojourners, The Sun, Newsday, The Tablet and Christian Century, among others. The New York Times has called NCR “a brave little newspaper.” A Kansas City magazine referred to NCR as “the gutsiest newspaper in the U.S. — and maybe the world.”

The Kansas City-based, lay-edited NCR is proud of its editors and writers and of its 50-year history. NCR first went to press in October 1964 during the Second Vatican Council. It was very much the “godchild” of the council — and was, indeed, part of the needed fresh air of which Pope John XXIII spoke when he announced the council a few years earlier. From NCR’s energetic beginnings, through its adolescence, it has now settled into adulthood with new confidence and purpose.

Shortly before he died, Cardinal Joseph Bernardin told NCR’s publisher that he viewed NCR as a “candle providing light during a long dark night.” He added that it was our responsibility to make certain that the NCR candle would stay lit until the dawn. This is a responsibility that we feel blessed to take seriously.
ABOUT OUR READERS

Readership by Region

- West/Northwest 16%
- North 8%
- Midwest 16%
- South/Southeast 12%
- East 46%
- Alaska/Hawaii 1%
- International 1%

READERSHIP:
Nationwide, weekly readership of 100,000
(44% have been avid readers for 10-20 years.)

GENDER:
- 62% Female
- 38% Male

AVERAGE INCOME:
$30,000 - $100,000 (40% = $50,000 to $100,000)

EDUCATION:
80% of our readers are college graduates with varying degrees
(More than 67% have a Master’s, Doctorate or Professional Degree.)

WORK BACKGROUND:
Educational professionals, ordained and non-ordained church
ministry, health/medical professionals, business/finance
professionals, counselors, art/music professionals, science/
technology professionals, media-related professionals

VOLUNTEER ACTIVITIES:
Church (e.g., 56% in religious education, lector, eucharistic
minister), fund raising, school/arts/civic, nursing home/shut-
ins, social service, community pantry/soup kitchen, homeless
and women’s shelters, ecology and health care

SPIRITUAL PRACTICE:
Members of a parish/eucharistic community, meditation/
centering prayer group, attend Mass weekly (90%), attend
spiritual retreats, house of prayer, day of reflections, renewal
and sabbatical programs, monastic and hermitage experiences
and practice Tai Chi/Chi Gung and Yoga for spiritual
development

CULTURAL/SOCIAL/LEISURE ACTIVITIES:
Attend music/dance performances, movies, museums/art
shows/galleries (73%)
Take 1-10 trips nationally/internationally every year (53%)
Have traveled to another country in past 3 years (49%)
Participate in outdoor/indoor gardening (61%), cooking (41%),
photography (25%)

PEACE AND SOCIAL JUSTICE:
Attend peace rallies, take active roles in civic/social justice/
disobedience issues, are members of nonviolence/social
justice groups, traveled to a third world country

HEALTH/WELLNESS/AGING ACTIVITIES:
Read food labels, take vitamins, herbs or supplements,
exercise regularly, shop at natural food stores and follow
health conscious diets, members of health clubs, use message
therapy/products, acupuncture and aromatherapy

HEALTH CARE VOLUNTEERS:
Involved in primary care for friend or relative, volunteer with
hospice, assist in funeral planning

FAMILY/HOME LIFE:
Single and family dwellings, interested in family-based
television and home schooling programs, live in households
with pets

ENVIRONMENTAL:
Practice recycling/composting, use earth-friendly products,
go backpacking/hiking and camping, support vegetarian
lifestyles

CONTRIBUTIONS:
90% contribute to charities/nonprofit causes, parishes,
food programs, Catholic Charities and Catholic education,
children’s funds and United Way

INTERNET USAGE:
77% have access to internet at home or work, purchase
on internet, arrange travel plans, purchase books/music/
religous goods on internet, visit NCR’s web site and visit web
sites mentioned in NCR or NCR’s web site

LEARNING/CREATIVITY:
Attend (or gave) workshops/lectures, conferences, study/
pilgrimage tours, personal creative development courses,
justice programs, internet or correspondence courses, foreign
language courses, theological/spirituality programs

FINANCIAL PLANNING:
Homeowners, socially conscious investors, have annuities or
planned giving programs

PURCHASING ACTIVITIES:
49% made purchases by mail or phone, 37% purchase religious
goods and supplies, 28% read NCR classified section regularly,
purchase products/goods/services seen in NCR, 50% purchase
1-10 books per year and/or are members of book clubs,
purchase CD’s, DVD’s, audio/video products or instructional
tapes

For more information contact the advertising department:
Kim Rea
1-800-444-8910, ext. 2216
krea@ncronline.org
**EDITORIAL ISSUE DATES and SPECIAL SECTION THEMES 2018**

**When are reservations due?** All reservations for the main section of any issue are due three weeks and two days prior to the issue date, at 10 am Central Time. Special section reservation dates, see below.

**When is your ad due?** Your ad file is due three weeks prior to the date of any given issue. In the case of a holiday, please send your ad one day earlier than the normal deadline.

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Special Section Theme</th>
<th>Reservation Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 12</td>
<td>Special Section: Pro-Life</td>
<td>December 13/17</td>
</tr>
<tr>
<td>January 26</td>
<td>Special Section: Volunteers</td>
<td>December 27/17</td>
</tr>
<tr>
<td>February 9</td>
<td>Special Section: Religious Life 1</td>
<td>January 2/18</td>
</tr>
<tr>
<td>February 23</td>
<td>Special Section: Catholic Education</td>
<td>March 2/18</td>
</tr>
<tr>
<td>March 9</td>
<td>Special Section: Summer Listings 1</td>
<td>April 2/18</td>
</tr>
<tr>
<td>March 23</td>
<td>Special Section: Colleges &amp; Universities 1</td>
<td>May 4/18</td>
</tr>
<tr>
<td>April 6</td>
<td>Special Section: Ecology</td>
<td>June 2/18</td>
</tr>
<tr>
<td>April 20</td>
<td>Special Section: Summer Books</td>
<td>July 2/18</td>
</tr>
<tr>
<td>May 4</td>
<td>Special Section: Summer Listings 2</td>
<td>August 2/18</td>
</tr>
<tr>
<td>May 18</td>
<td>News, analysis and commentary (No Special Section in this issue)</td>
<td>September 2/18</td>
</tr>
<tr>
<td>June 1</td>
<td>Special Section: Ministry &amp; Mission 1</td>
<td>October 10/18</td>
</tr>
<tr>
<td>June 15</td>
<td>Special Section: Global Faith</td>
<td>November 10/18</td>
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<tr>
<td>June 29</td>
<td>Special Section: Women Today</td>
<td>December 10/18</td>
</tr>
</tbody>
</table>

**2019**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Special Section Theme</th>
<th>Reservation Due Date</th>
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</thead>
<tbody>
<tr>
<td>January 11</td>
<td>News, analysis and commentary (No Special Section in this issue)</td>
<td>December 9/18</td>
</tr>
<tr>
<td>January 25</td>
<td>Special Section: Fall Books</td>
<td>February 9/18</td>
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<tr>
<td>February 8</td>
<td>Special Section: Summer Books</td>
<td>March 9/18</td>
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<tr>
<td>March 8</td>
<td>Special Section: Fall &amp; Winter listings</td>
<td>April 6/18</td>
</tr>
<tr>
<td>April 5</td>
<td>Special Section: Christmas Gift Guide</td>
<td>May 4/18</td>
</tr>
<tr>
<td>April 19</td>
<td>Special Section: Colleges &amp; Universities 2</td>
<td>June 10/18</td>
</tr>
<tr>
<td>May 3</td>
<td>Special Section: Travel</td>
<td>July 10/18</td>
</tr>
<tr>
<td>May 17</td>
<td>Special Section: Spirituality 1</td>
<td>August 10/18</td>
</tr>
<tr>
<td>May 31</td>
<td>Special Section: Peace &amp; Justice</td>
<td>September 10/18</td>
</tr>
<tr>
<td>June 14</td>
<td>Special Section: Religious Life 2</td>
<td>October 10/18</td>
</tr>
<tr>
<td>June 28</td>
<td>Special Section: Theology</td>
<td>November 10/18</td>
</tr>
<tr>
<td>July 12</td>
<td>Special Section: Spirituality 2</td>
<td>December 10/18</td>
</tr>
<tr>
<td>July 26</td>
<td>Special Section: Travel</td>
<td>Updated Sept. 2017</td>
</tr>
<tr>
<td>August 9</td>
<td>Special Section: Winter listings</td>
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<tr>
<td>August 23</td>
<td>Special Section: Peace &amp; Justice</td>
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<tr>
<td>September 6</td>
<td>Special Section: Fall &amp; Winter listings</td>
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<td>September 20</td>
<td>Special Section: Theology</td>
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<tr>
<td>October 4</td>
<td>Special Section: Fall &amp; Winter listings</td>
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<td>October 18</td>
<td>Special Section: Theology</td>
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<td>Special Section: Spirituality 2</td>
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<td>November 15</td>
<td>Special Section: Peace &amp; Justice</td>
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<tr>
<td>November 29</td>
<td>Special Section: Winter listings</td>
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<tr>
<td>December 13</td>
<td>Special Section: Theology</td>
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<tr>
<td>December 27</td>
<td>Special Section: Self-Enrichment</td>
<td></td>
</tr>
</tbody>
</table>

**For more advertising solutions, contact the advertising department:**

Kim Rea
1-800-444-8910, ext. 2216
krea@ncronline.org
Gross Rates and Sizes

**MINIMUM SIZE:** Any ad smaller than 1/12 of a page will be placed in the classified section.

**CLOSING DATES:** Space reservations must be made three weeks prior to issue date. Email your ad two weeks and two days prior to issue date.

**STANDARD SIZES:**
- 1 col. width (2 7/16")
- 2 col. (5 1/8")
- 3 col. (7 3/4")
- 4 col. (10 7/16")

**NON-STANDARD:** Ads in non-standard sizes are priced at $77/col. inch.

**ADVERTISING AGENCIES:** 15% commission is allowed on the gross rate for display ads placed by accredited agencies.

**TERMS:** National Catholic Reporter reserves the right to reject or cancel advertising for any reason deemed appropriate. NCR does not verify promises made by our advertisers.

<table>
<thead>
<tr>
<th>FREQUENCY</th>
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<tbody>
<tr>
<td><strong>BLACK &amp; WHITE</strong></td>
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<tr>
<td>Full Page</td>
<td>$2,760</td>
<td>$2,655</td>
<td>$2,510</td>
<td>$2,435</td>
<td>$2,350</td>
<td>$2,270</td>
<td>$2,205</td>
<td>$2,140</td>
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<tr>
<td>4 col. (10.4375” WIDE) x 14.5” DEEP</td>
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<tr>
<td>2/3 Page</td>
<td>$1,985</td>
<td>$1,905</td>
<td>$1,805</td>
<td>$1,745</td>
<td>$1,690</td>
<td>$1,620</td>
<td>$1,585</td>
<td>$1,540</td>
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<tr>
<td>3 col. (7.75” WIDE) x 10” DEEP</td>
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<tr>
<td>1/2 Page</td>
<td>$1,590</td>
<td>$1,535</td>
<td>$1,450</td>
<td>$1,405</td>
<td>$1,355</td>
<td>$1,305</td>
<td>$1,270</td>
<td>$1,240</td>
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<td>4 col. (10.4375” WIDE) x 7.5” DEEP</td>
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<td>$985</td>
<td>$955</td>
<td>$925</td>
<td>$895</td>
<td>$850</td>
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<tr>
<td>1/4 Page</td>
<td><strong>$905</strong></td>
<td>$870</td>
<td>$825</td>
<td>$795</td>
<td>$765</td>
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<td>1/6 Page</td>
<td>$640</td>
<td>$610</td>
<td>$580</td>
<td>$555</td>
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<td>1/8 Page</td>
<td>$505</td>
<td>$485</td>
<td>$455</td>
<td>$445</td>
<td>$430</td>
<td>$410</td>
<td>$405</td>
<td>$395</td>
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<td>2 col. (5.125” WIDE) x 3.75” DEEP</td>
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<td>1/12 Page</td>
<td>$355</td>
<td>$340</td>
<td>$320</td>
<td>$310</td>
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<td>$280</td>
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<td>2 col. (5.125” WIDE) x 2.5” DEEP</td>
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</table>

**COLOR CHARGES:** Spot color: $200 • 4-color process: $600
Color composite PDF in CYMK format required for color ads. No frequency or agency discounts on color charges.

For more information contact the advertising department:

Kim Rea
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krea@ncronline.org
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PREFERRED SOFTWARE APPLICATIONS FOR CREATING NEWSPAPER DISPLAY ADS:
Listed below are the best software programs that should be used to create your display ad for digital formatting using either a Mac or PC. We can accept your display ad by email or on disk.

SOFTWARE PROGRAMS TO CREATE DISPLAY ADS:
• QuarkXPress              • Adobe PageMaker              • InDesign             • Adobe Illustrator

FULL COLOR DISPLAY ADS:
CMYK is the process for “spot” or full color ads. See the rate card or talk to your account executive for full color and spot color rates.

BLACK AND WHITE DISPLAY ADS:
Black and white or grayscale images must be formatted as 100% black ink. Microsoft Word, Publisher, Works or PowerPoint cannot be used to create 100% black and white ads. (The black produced by these programs is a four-color black and would be read by the printer as a 4-color process black so you would be charged for a full-color ad.) To achieve an ad with 100% black font, the ad must be created using one of the software programs list above. We check all black and white ads for 100% black ink.

DESIGN SERVICES:
We have a freelance designer who can create your display ad. Rates range from $35 to $150.

IMPORTED IMAGES: EPS, TIFF, JPEG
During the process of creating a display ad, images imported or placed into a display ad would be saved as a CYMK, grayscale or line-art (bitmap) image. Image resolution would be max 250 dpi for CYMK and grayscale images (photos, graphics with color or shades of gray) and 600 dpi for black and white line art (black and white only). Graphic images like logos or backgrounds downloaded from the Internet are not suitable for use in display advertising because the resolution of graphics saved from the web is too low (72 dpi) to provide the clarity needed for a print display ad. (They work fine for creating online ads, however.)

HELPFUL HINT: PAGEMAKER, INDESIGN AND QUARK FILES:
If you create the document in Adobe PageMaker, use the “Save for Service Provider” plug-in that will save a COPY of your original file and assemble and copy all the font files and graphic images you’ve used in a new folder. When using InDesign software use the “Package” command. QuarkXPress does almost the same thing with its “Collect for Output” command except it doesn’t collect the fonts used in the document; you will have to collect them separately.

DISPLAY AD FILE COMPONENTS REQUIRED WITHIN THE DESIGN OF THE AD:
• Font files, including fonts used in graphics, should be embedded into the design and file format or the printing press may substitute the font you used to design your ad with one that is the best possible match.
• Font names and ID numbers must match those used in your document.
• We prefer 250 dpi PDF files.

SUBMISSION OF DISPLAY ADS:
Display ads should be submitted in PDF file format. Please name your ad file for your own organization’s name and issue date. Display ads are due three weeks prior to the issue date. “Listing” display ads are due three weeks prior to the issue date. Email display ads to your sales representative.

For more information contact the advertising department:
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PRINT AND AD DESIGN CHECKLIST

1. Spelling
   Make sure you do a final proofing of your ad to avoid misspelling and incorrect dates.

2. Set the image resolution to 250 dots per inch
   Our printer requires that ad files be 200 DPI (dots per inch). If your image is at a lower resolution, it may be stretched to 250 DPI by our printer, which will result in a poor quality image.

3. Make sure your ad is the size agreed upon in your contract
   Your ad may be reduced or enlarged to fit the ad space you requested. This can distort an image. Designing the ad to the correct dimensions will eliminate the need for resizing.

4. Color
   Spot color should be set up as 4-color process. All black should be 100K. Do not send an ad in process black.

5. Microsoft programs
   Microsoft programs like Word and Publisher will convert your file to PDF, but when it does it saves it in RGB format by default. All ads must be formatted as Gray scale (Black and White) or 4-color process (CMYK) which means manually selecting one of these settings before converting to PDF.

6. Fonts
   When making a PDF file, make sure all fonts are embedded. If the fonts are not embedded, the file will not print correctly and substitute fonts will be used.

7. Create Outlines
   Illustrator allows you to convert type to outlines (Select the type object, Choose Type > Create Outlines). If you do this you don’t have to worry about fonts. However, once you create an outline you can’t make corrections in the copy. Make an AI backup file first, save as an EPS and THEN create outlines in your EPS file. If you need to make corrections at any point, make them in your AI backup file and resave as an EPS file. Then convert type to outline again and remake into a PDF.

8. Rasterize your text
   Photoshop allows you to rasterize your text, which eliminates the need to send specific fonts along with your files to the printer. However, wait to rasterize until after you’re SURE you’re finished editing the file. (Once you rasterize, you can’t edit the text anymore.) Use a backup process similar to #7 above.

9. Photos/graphic images
   If your ad contains separate graphic images these must also be CMYK or black and white and 250 dpi before they are placed. Before saving your file the images need to be embedded.

10. Save your file in the correct format
    Your image file needs to be sent in a standard format. These include PDF, EPS, PS. Make sure your Acrobat Distiller’s Default Setting is on High Quality Print before you make your PDF.

11. Use unique filenames
    When you send your files, give each one a unique name. Use names that are descriptive and easily recognizable, for example, “yourname_NCR092617.pdf” for an ad to run in the 9/26/17 issue of NCR.

For more information contact the advertising department:

Kim Rea
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krea@ncronline.org
CLASSIFIED ADVERTISEMENTS

Text

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>COST PER WORD/ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 5</td>
<td>$1.30</td>
</tr>
<tr>
<td>6 - 11</td>
<td>$1.25</td>
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<td>12 - 20</td>
<td>$1.20</td>
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<tr>
<td>21 - 26</td>
<td>$1.15</td>
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</tbody>
</table>

Closing Dates
Classified ads must be received two and a half weeks prior to issue date. Email ads to ncrad@ncronline.org.

Payment
Prepayment is required on text ads. NCR accepts Master Card, Visa, Discover, check and money order. Text ads may be invoiced for a one-time invoice fee of $10.

INSERTS

Maximum Size
7 1/2” x 10 1/2” (folded or flat)

Pricing ($400 minimum)

<table>
<thead>
<tr>
<th>PAGES</th>
<th>COST PER THOUSAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 12</td>
<td>$105/M</td>
</tr>
<tr>
<td>16 - 20</td>
<td>$115/M</td>
</tr>
<tr>
<td>24+</td>
<td>$125/M</td>
</tr>
</tbody>
</table>

Prices shown are for inserts printed on 30-40# newsprint weight stock or equivalent. Any heavier stock – add $5/M to prices shown. Sample insert piece required prior to insertion for post office approval.

ELECTRONIC FILES

We prefer PDF files. Macintosh/Quark Express 3.3 or 4.0, PC/Quark Express 6.5, Photoshop 9.0 or earlier version, PageMaker 7, or InDesign CS2. Graphic files scanned at 250 resolution. For more information see “Guidelines for Electronic Submission” sheet enclosed.

One-time fee of $15 to format ads that do not meet our specifications.

For more information contact the advertising department:
Kim Rea
1-800-444-8910, ext. 2216
krea@ncronline.org