

# NATIONAL CATHOLIC REPORTER

## VALUES

*We are called to:*

### JUSTICE

bringing light to darkness,  
hope to the marginalized  
of the world

### RENEWAL

operating out of the spirit  
of the Second Vatican Council

### COMPASSION

making forgiveness and love  
foundational in our actions

### HUMAN DIGNITY

respect and honor for all  
members of the human family

### INCLUSIVENESS

embracing the global  
family, its rich diversity and  
sacredness of all creation

### EXCELLENCE

striving to achieve the highest  
quality of journalism

## MISSION STATEMENT

The *National Catholic Reporter* provides lay-led independent reporting and commentary serving the People of God as they work to renew the life of the Church and prepare the way for the Reign of God.

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

# NATIONAL CATHOLIC REPORTER

## 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 for the past eleven years. Our senior correspondent was a leader of CNN's coverage of the last papal conclave, and our editorial staff includes Pulitzer Prize nominees and former writers for *TIME Magazine* and *RNS*. 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 45-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.

# NATIONAL CATHOLIC REPORTER

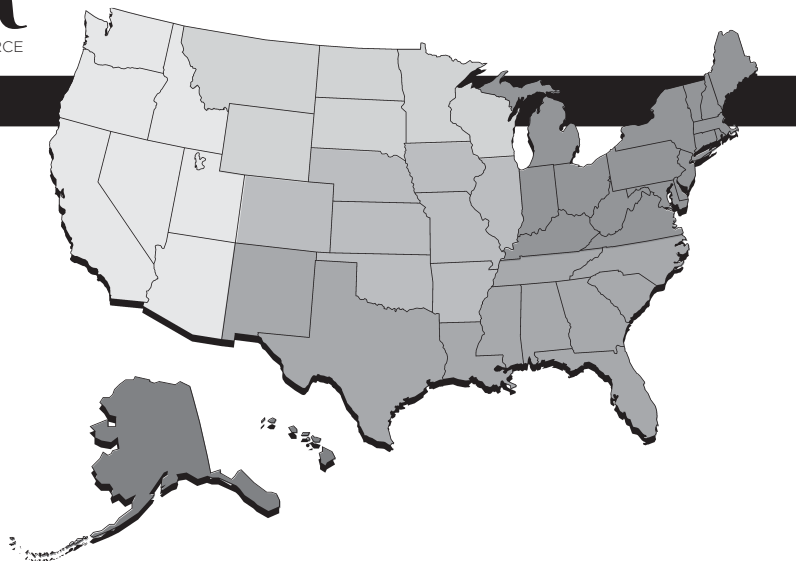
www.NCRonline.org

THE INDEPENDENT NEWS SOURCE

## ABOUT OUR READERS

### NCR 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 (60%), 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 (51%), 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/religious 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/good/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:

Toll-free: 1-800-444-8910, ext. 2214 or 2218

Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)

ISSUE  
DATES:  
2012

January 6  
January 20

February 3  
February 17

March 2  
March 16  
March 30

April 13  
April 27

May 11  
May 25

June 8  
June 22

July 6  
July 20

August 3  
August 17  
August 31

September 14  
September 28

Special edition:  
October 11

October 12  
October 26

November 9  
November 23

December 7  
December 21

## 2013

January 4  
January 18

February 1  
February 15

March 1  
March 15  
March 29

April 12  
April 26

May 10  
May 24

June 7  
June 21

July 5  
July 19

August 2  
August 16  
August 30

September 13  
September 27

October 11  
October 25

November 8  
November 22

December 6  
December 20

NATIONAL CATHOLIC

# REPORTER

THE INDEPENDENT NEWS SOURCE

ISSUE CALENDAR 2012

Updated January 2012

Your ad file (pdf) is due two weeks prior to the date of any given issue, 10AM, Central Time.  
In the case of a holiday please send your ad file two days earlier than normal deadline.

## Pro-Life

January 6 (Reserve your ad by 12/9/11)

As readers prepare for the anniversary of Roe v. Wade, reach them with news of your cause or event in this special section that focuses on a wide range of pro-life issues.

## NEW Volunteers

January 20 (Reserve your ad by 12/23/11)

This issue explores the diverse experiences of volunteers, from charities to mission programs, local to worldwide.

## NEW Deacons

February 3 (Reserve your ad by 01/06/12)

This issue will focus on growing ministry of deacons, their formation, and deacons' place in the clerical structure.

## Religious Life 1

February 17 (Reserve your ad by 01/20/12)

Advertise vocation opportunities to potential candidates or promote retreats and services to religious communities.

## Colleges and Universities 1

March 2 (Reserve your ad by 02/03/12)

Promote your institution of higher education in this issue seen by students and adults alike.

## Summer Listings 1

March 16 (Reserve your ad by 02/17/12)

Advertise your conference, retreat, sabbatical, educational opportunity or other summer event in this popular annual issue. Don't miss Summer Listings 2: May 11-24.

## Catholic Education

March 30 (Reserve your ad by 03/02/12)

Parents and educators read these articles focusing on the mission and future of Catholic schools.

## Ecology

April 13 (Reserve your ad by 03/16/12)

NCR readers are committed to the environment. Advertise your organization, event or product in this issue which focuses on our roles as stewards of God's creation.

## Summer Books

April 27 (Reserve your ad by 03/30/12)

Our readers regularly purchase new books. Let them know about your new title with an ad in our popular Summer Books issue.

## Summer Listings 2

May 11 (Reserve your ad by 04/13/12)

Promote your upcoming summer program to potential participants in this follow-up to Summer Listings 1.

## Family Life

May 25 (Reserve your ad by 04/27/12)

This special issue focuses on the diverse experiences of modern Catholic families. Reach our affluent, family-minded readership.

## Ministries 1

June 8 (Reserve your ad by 05/11/12)

Our readers are involved in a great variety of ministries. Showcase your unique ministerial program or resource in this special issue.

## East and West

June 22 (Reservation deadline 05/25/12)

Promote your book or spirituality program in this unique issue discussing Eastern and Western religious traditions.

## Women

July 6 (Reserve your ad by 06/8/12)

Target women leaders in this special section that focuses on the vital role of women in the church and the world.

## Spirituality 1

July 20 (Reserve your ad by 06/22/12)

Increase the number of participants in your programs and their purchase of your spirituality products in this special section.

## Peace and Justice

August 3 (Reserve your ad by 07/06/12)

NCR readers are deeply concerned with peace and justice issues. Promote your resources, programs, events and causes here.

## Fall and Winter Listings

August 17 (Reserve your ad by 07/20/12)

Ensure your upcoming retreat, convention, conference or educational opportunity gets noticed in this special issue.

## Ministries 2

August 31 (Reserve your ad by 08/03/12)

Our readers are involved in a great variety of ministries. Showcase your unique program or resource in this special issue.

## Health and Well Being

September 14 (Reserve your ad by 08/17/12)

NCR readers are interested in matters of health and wellness for both body and soul. Advertise your health-conscious or holistic product, service or program in this special issue.

## Religious Life 2

September 28 (Reserve your ad by 08/31/12)

Advertise vocation opportunities and experiences to potential candidates and promote retreats, educational programs or services to members of religious communities.

## SPECIAL EDITION:

### A Church Reborn: The Second Vatican Council 50<sup>th</sup> Anniversary Issue

October 11 (Reserve your ad by 07/20/12)

This very special issue will celebrate the spirit of the Second Vatican Council with reflections and commentary. Readers will be sure to save this issue and refer back for years to come.

October 12 (Reserve your ad by 14/12)

In lieu of our October 11 special edition on the Vatican Council, we will have no special theme section in this issue.

## Fall Books

October 26 (Reserve your ad by 09/28/12)

Inform readers about your books, CDs, DVDs and other products, just in time for holiday gift ideas.

## Colleges and Universities 2

November 9 (Reserve your ad by 10/12/12)

Promote your institution of higher education in this issue seen by students and adults alike.

## At the Table

November 23 (Reserve your ad by 10/26/12)

Articles on food and drink, its production, consumption and role in celebration and community. Just in time for Christmas!

## Spirituality 2

December 7 (Reserve your ad by 11/9/12)

Increase the number of participants in your programs and their purchase of your spirituality products in this special issue.

## Theology

December 21 (Reserve your ad by 11/21/12)

Articles on theological trends and debates attract an audience interested in books, study programs and educational resources.

**For more information contact the advertising department:**

Toll-free: 1-800-444-8910, ext. 2214 or ext. 2218

Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)

Web advertising is also available. For more information, visit [NCRonline.org/advertise](http://NCRonline.org/advertise).

# NATIONAL CATHOLIC REPORTER

## ELECTRONIC FILING GUIDELINES

### PREFERRED SOFTWARE APPLICATIONS:

Listed below are the best software programs to use to create your digital files in either Mac or PC platform. We can accept your documents by e-mail or on disk.

### BLACK AND WHITE:

Adobe Acrobat, QuarkXPress, Adobe PageMaker, InDesign

### COLOR:

CYMK or ROP (C100 M60) plus BLACK: QuarkXPress, Adobe PageMaker and InDesign  
Black and white or grayscale images must be formatted as black and white. ROP spot color images must be formatted as CYMK. ROP blue is C100 Y00 M60 K00.

### DOCUMENTS THAT REQUIRE SPECIAL ATTENTION:

Documents created with applications such as Microsoft Word or Works, Microsoft Publisher, Microsoft Excel, Microsoft PowerPoint, Word Perfect or any other word processing/spreadsheet/presentation applications are best used for importing text. They are not designed for layout of documents that will be printed on a printing press. They are not fully capable of color separating the file into the four primary colors (CYMK). Extra time will be necessary for us to reformat/recreate your document and for you to proof the output.

### IMPORTED IMAGES: EPS, TIFF, JPEG

Images imported or placed into a graphics application should be saved as a CYMK, grayscale or lineart (bitmap) image. Image resolution should be 200 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). Images downloaded from the Internet are not suitable because the resolution is too low (72 dpi).

### FILE COMPONENTS REQUIRED:

- Font files, including fonts used in graphics
- Font names and ID numbers must match those used in your document.
- Image files
- Document files — 200 dpi PDFs preferred. A faxed sample of the document is required.

### ADOBE ACROBAT PDFS

When creating PDFs **all fonts and graphics must be embedded** in the file or they will not reproduce correctly.

### 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. InDesign 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.

### NOTE:

We prefer electronic files by e-mail. All electronic files are destroyed after 2 years.

**For more information contact the advertising department:**

**Toll-free: 1-800-444-8910, ext. 2214 or 2218**

**Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)**

# NATIONAL CATHOLIC REPORTER

## 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 200 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 200 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 200 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\_NCR061312.pdf" for an ad to run in the 6/13/12 issue of *NCR*.

**For more information contact the advertising department:  
Toll-free: 1-800-444-8910, ext. 2214 or 2218  
Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)**

**ADVERTISING RATE INFORMATION**

**National Catholic Reporter** — a winner of the Catholic Press Association’s Award for General Excellence for the past eleven years — is a lay operated national newspaper with a readership of approximately 100,000 (in 96 countries and 6 continents). Timely, insightful articles challenge readers who want to know the facts, yet want to form their own opinions as free thinkers in today’s church. Our readers have college degrees, purchase products/services seen in *NCR*, have access to institutional funds, travel, are executives, professionals and educators. 60% of our readers are laity and 40% religious or clergy. Along with display and classified advertising, *NCR* accepts inserts, giving you an opportunity to reach our active readership with your own brochures and flyers. Below, you will find size and frequency rates for display, classified, and insert advertisements. (NOTE: Frequency rates below are per ad/per issue.)

**Gross Rates and Sizes**

National Catholic Reporter Advertising Specifications

**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 3 weeks prior to issue date. E-mailed ads must be received two weeks 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”) 5 col. (13 1/8”) 6 col. (16 1/4”) 7 col. (19 1/8”) 8 col. (22 1/4”) 9 col. (25 1/8”) 10 col. (28 1/4”) 11 col. (31 1/8”) 12 col. (34 1/4”)

**NON-STANDARD:** Ads in non-standard sizes are priced at \$73/col. inch.

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

**SPECIAL FEATURES:** For more information on special features on our Web site advertising, call 800-444-8910, ext. 2214 or 2218

**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.

<b>FREQUENCY</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>8x</b>	<b>12x</b>	<b>15x</b>	<b>20x</b>	<b>26x</b>
<b>BLACK &amp; WHITE</b>								
<b>Full Page</b>	<b>2,507</b>	<b>2,408</b>	<b>2,279</b>	<b>2,208</b>	<b>2,134</b>	<b>2,057</b>	<b>2,004</b>	<b>1,940</b>
4 col. (10.4375" WIDE) x 14.5" DEEP								
<b>2/3 Page</b>	<b>1,800</b>	<b>1,729</b>	<b>1,636</b>	<b>1,583</b>	<b>1,531</b>	<b>1,473</b>	<b>1,437</b>	<b>1,397</b>
3 col. (7.75" WIDE) x 10" DEEP								
<b>1/2 Page</b>	<b>1,443</b>	<b>1,390</b>	<b>1,316</b>	<b>1,274</b>	<b>1,227</b>	<b>1,187</b>	<b>1,156</b>	<b>1,122</b>
4 col. (10.4375" WIDE) x 7.5" DEEP 2 col. (5.125" WIDE) x 14.5" DEEP								
<b>1/4 Page</b>	<b>818</b>	<b>790</b>	<b>748</b>	<b>719</b>	<b>696</b>	<b>673</b>	<b>655</b>	<b>637</b>
2 col. (5.125" WIDE) x 7.5" DEEP 1 col. (2.4375" WIDE) x 14.5" DEEP								
<b>1/6 Page</b>	<b>579</b>	<b>555</b>	<b>526</b>	<b>508</b>	<b>490</b>	<b>473</b>	<b>462</b>	<b>449</b>
2 col. (5.125" WIDE) x 5" DEEP 1 col. (2.4375 WIDE) x 10" DEEP								
<b>1/8 Page</b>	<b>456</b>	<b>439</b>	<b>415</b>	<b>403</b>	<b>392</b>	<b>374</b>	<b>369</b>	<b>356</b>
2 col. (5.125" WIDE) x 3.75" DEEP 1 col. (2.4375" WIDE) x 7.5" DEEP								
<b>1/12 Page</b>	<b>322</b>	<b>310</b>	<b>292</b>	<b>280</b>	<b>274</b>	<b>264</b>	<b>257</b>	<b>251</b>
2 col. (5.125" WIDE) x 2.5" DEEP 1 col. (2.4375" WIDE) x 5" DEEP								

2012 Rate Card

NATIONAL CATHOLIC  
**REPORTER**

**CLASSIFIED ADVERTISEMENTS**

*Text*

FREQUENCY	COST PER WORD/ISSUE
1 - 5	\$1.30
6 - 11	\$1.25
12 - 20	\$1.20
21 - 26	\$1.15

Blind box number charge \$2.50/issue

*Closing Dates*

Classified ads must be received 2 weeks prior to issue date. E-mail ads to [ncrad@ncronline.org](mailto:ncrad@ncronline.org)

*Payment*

Prepayment required on word-for-word ads. NCR accepts MC, Visa, check, and money order. Classified display 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*

PAGES	COST PER THOUSAND
1 - 12	\$100/M
16 - 20	\$105/M
24+	\$115/M

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**

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 200 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.

*Color Charges*

ROP (C100/M60) - \$100

Spot color in any other CMYK color - \$200

4-color process - \$600

Color composite PDF in CMYK format required for color ads.

No discounts (frequency or agency) on color charges.

**For more information contact the advertising department:  
Toll-free: 1-800-444-8910, ext. 2214 or 2218  
Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)**

NATIONAL CATHOLIC  
**REPORTER**

**ADVERTISING SPECIFICATIONS**

**SPECS FOR NCR NEWSPAPER 2012**

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

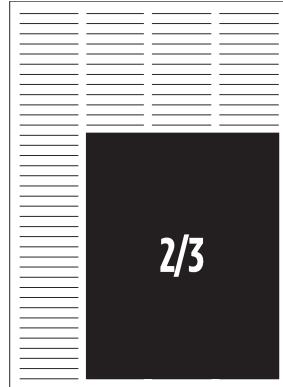
**CLOSING DATES:** Space reservations must be made 3 weeks prior to issue date. E-mailed ads must be received two weeks prior to issue date.

**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 \$73/col. inch.



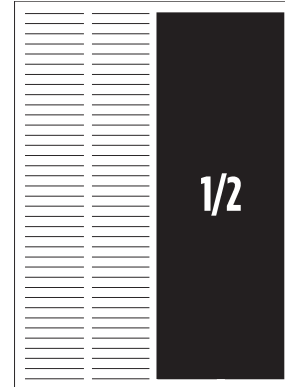
**Full Page**  
 4 col. (10.4375") x 14.5"



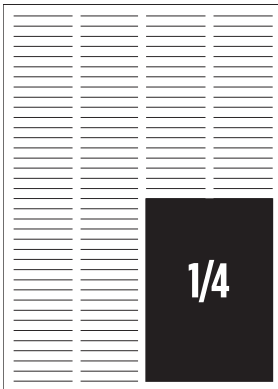
**2/3 Page**  
 3 col. (7.75") x 10"



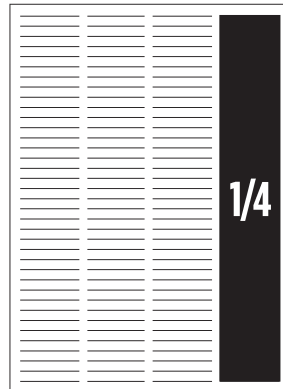
**1/2 Page - Horizontal**  
 4 col. (10.4375") x 7.5"



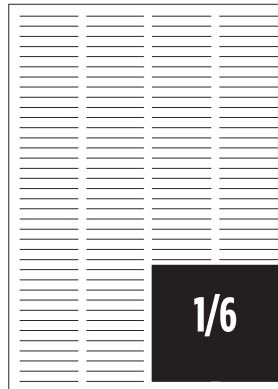
**1/2 Page - Vertical**  
 2 col. (5.125") x 14.5"



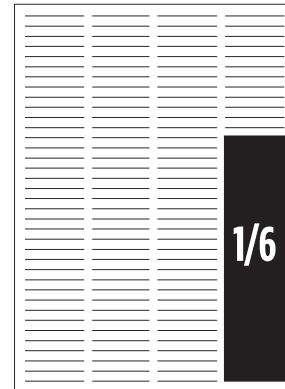
**1/4 Page - Horizontal**  
 2 col. (5.125") x 7.5"



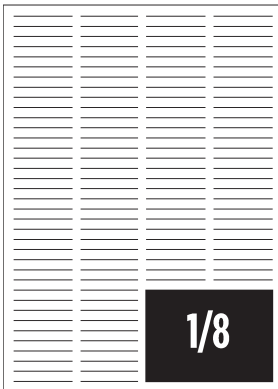
**1/4 Page - Vertical**  
 1 col. (2.4375") x 14.5"



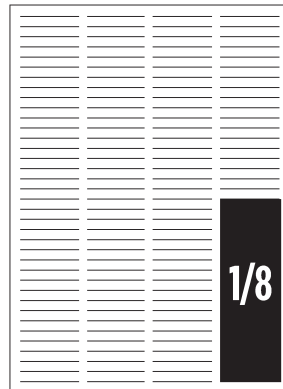
**1/6 Page - Horizontal**  
 2 col. (5.125") x 5"



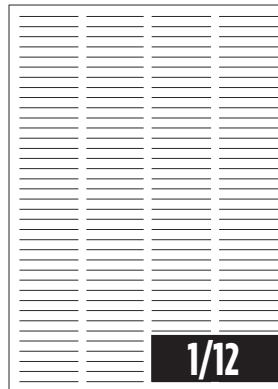
**1/6 Page - Vertical**  
 1 col. (2.4375") x 10"



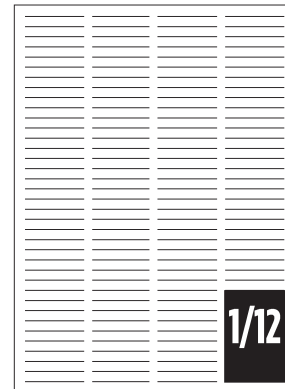
**1/8 Page - Horizontal**  
 2 col. (5.125") x 3.75"



**1/8 Page - Vertical**  
 1 col. (2.4375") x 7.5"



**1/12 Page - Horizontal**  
 2 col. (5.125") x 2.5"



**1/12 Page - Vertical**  
 1 col. (2.4375") x 5"