

ADVERTISING RATE INFORMATION

Below, you will find size and frequency rates for display, classified, and insert advertisements.

Gross Rates and Sizes (Effective 1/1/2016 to 12/31/2016)

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. E-mail 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.

FREQUENCY	1x	3x	6x	8x	12x	15x	20x	26x
(Note: Frequency rates are per ad per issue.)								
BLACK & WHITE								
Full Page 4 col. (10.4375" WIDE) x 14.5" DEEP	\$2,760	\$2,655	\$2,510	\$2,435	\$2,350	\$2,270	\$2,205	\$2,140
2/3 Page 3 col. (7.75" WIDE) x 10" DEEP	\$1,985	\$1,905	\$1,805	\$1,745	\$1,690	\$1,620	\$1,585	\$1,540
1/2 Page 4 col. (10.4375" WIDE) x 7.5" DEEP 2 col. (5.125" WIDE) x 14.5" DEEP	\$1,590	\$1,535	\$1,450	\$1,405	\$1,355	\$1,305	\$1,270	\$1,240
1/3 Page 2 col. (5.125" WIDE) x 10" DEEP	\$1,135	\$1,080	\$1,020	\$985	\$955	\$925	\$895	\$850
1/4 Page 2 col. (5.125" WIDE) x 7.5" DEEP 1 col. (2.4375" WIDE) x 14.5" DEEP	\$905	\$870	\$825	\$795	\$765	\$740	\$725	\$705
1/6 Page 2 col. (5.125" WIDE) x 5" DEEP 1 col. (2.4375 WIDE) x 10" DEEP	\$640	\$610	\$580	\$555	\$540	\$525	\$510	\$495
1/8 Page 2 col. (5.125" WIDE) x 3.75" DEEP 1 col. (2.4375" WIDE) x 7.5" DEEP	\$505	\$485	\$455	\$445	\$430	\$410	\$405	\$395
1/12 Page 2 col. (5.125" WIDE) x 2.5" DEEP 1 col. (2.4375" WIDE) x 5" DEEP	\$355	\$340	\$320	\$310	\$300	\$290	\$285	\$280

COLOR CHARGES: Spot color: \$200 • 4-color process: \$600

Color composite PDF in CMYK format required for color ads. No frequency or agency discounts on color charges.

For more information contact the advertising department:

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