

**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”) 3 col. (7 3/4”) 4 col. (10 7/16”)

**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

**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**

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 CYMK color - \$200

4-color process - \$600

Color composite PDF in CYMK format required for color ads.

No discounts (frequency or agency) on color charges.

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NATIONAL CATHOLIC  
**REPORTER**

**ADVERTISING SPECIFICATIONS**

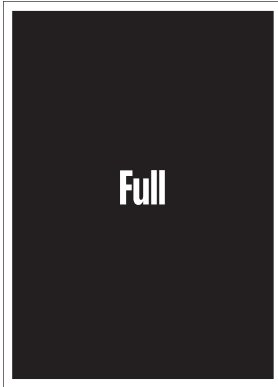
**SPECS FOR NCR NEWSPAPER 2012**

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

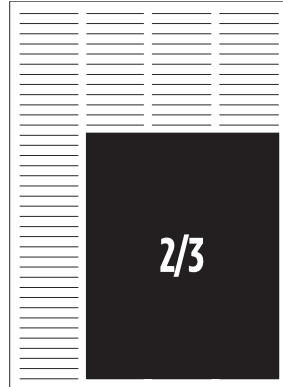
**CLOSING DATES:** Space reservations must be made 3 weeks prior to issue date. E-mailed ads must be received two weeks prior to issue date.

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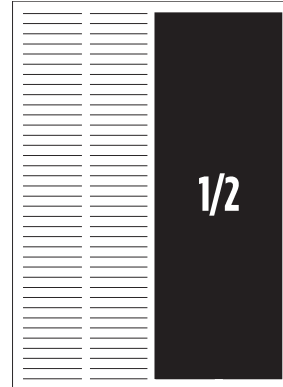
**Full Page**  
 4 col. (10.4375") x 14.5"



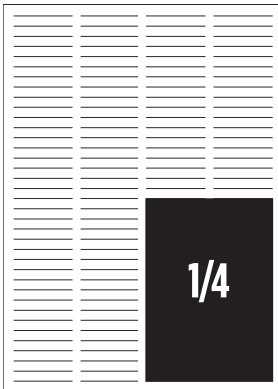
**2/3 Page**  
 3 col. (7.75") x 10"



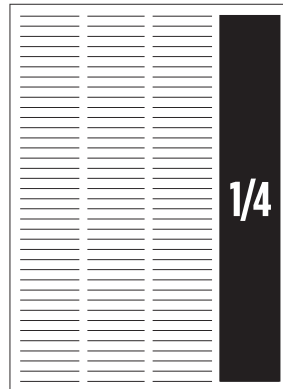
**1/2 Page - Horizontal**  
 4 col. (10.4375") x 7.5"



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



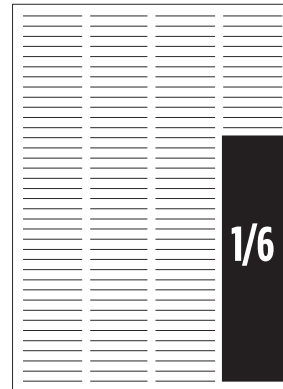
**1/4 Page - Horizontal**  
 2 col. (5.125") x 7.5"



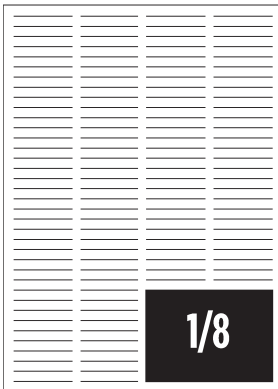
**1/4 Page - Vertical**  
 1 col. (2.4375") x 14.5"



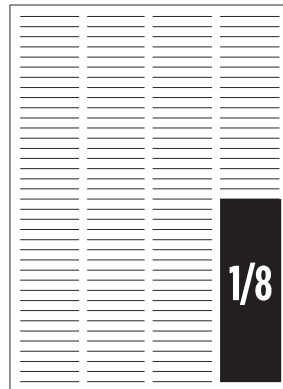
**1/6 Page - Horizontal**  
 2 col. (5.125") x 5"



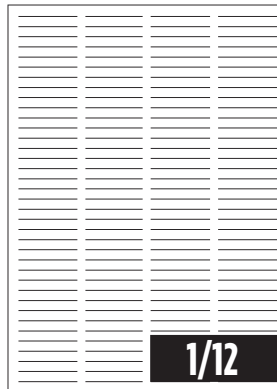
**1/6 Page - Vertical**  
 1 col. (2.4375") x 10"



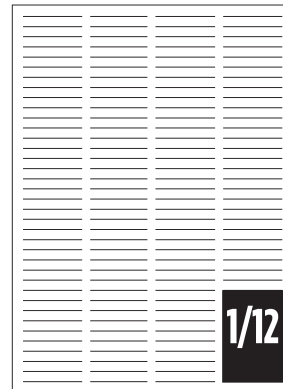
**1/8 Page - Horizontal**  
 2 col. (5.125") x 3.75"



**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"