

# 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 Publishing Company seeks to inform and inspire a just and peaceful world, serving as a platform for discussions of church, society and global community. As a company, we are committed in our publishing efforts to the Roman Catholic tradition and people. We identify with those trying to live by Christ's life-affirming teachings of justice and compassion.

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 ten 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

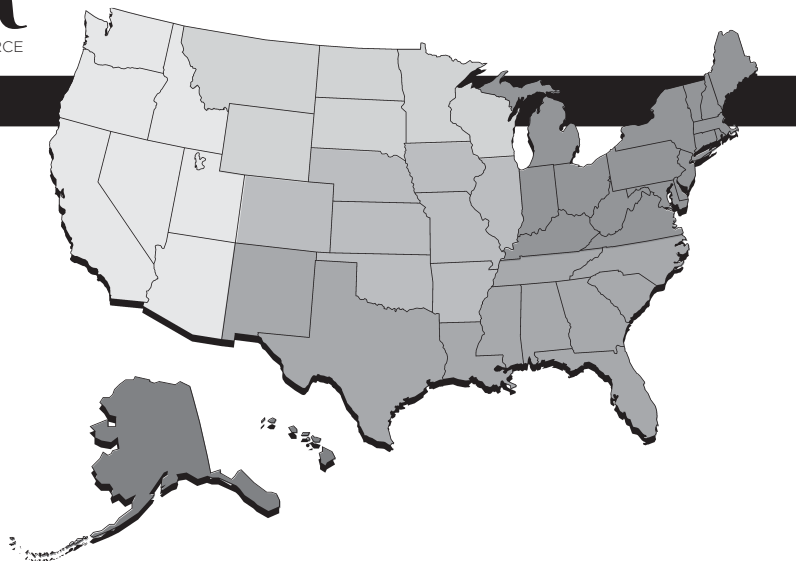
www.NCRonline.org

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. 2218, 2214 or 2238 and for Web advertising, ext. 2214 or 2238

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

# NATIONAL CATHOLIC REPORTER

## ISSUE DATES

2010  
January 8  
January 22  
February 5  
February 19  
March 5  
March 19  
April 2  
April 16  
April 30  
May 14  
May 28  
June 11  
June 25  
July 9  
July 23  
August 6  
August 20  
September 3  
September 17  
October 1  
October 15  
October 29  
November 12  
November 26  
December 10  
December 24

2011  
January 7  
January 21  
February 4  
February 18  
March 4  
March 18  
April 1  
April 15  
April 29  
May 13  
May 27  
June 10  
June 24  
July 8  
July 22  
August 5  
August 19  
September 2  
September 16  
September 30  
October 14  
October 28  
November 11  
November 25  
December 9  
December 23

## SPECIAL ISSUES 2010

Updated November 10, 2009

### NEW Pro-Life

January 8 (Space reservation deadline 12/11/09)  
Whatever stage of life your organization or product serves, you will reach more readers in this new special that focuses on a wide range of pro-life issues.

### Travel

January 22 (Space reservation deadline 12/23/09)  
Advertise your tours, vacation packages, cruises, pilgrimages and more to an audience that travels.

### Winter Books

February 5 (Space reservation deadline 01/08/10)  
More than half of our readers purchase 10 or more books, CDs, or DVDs annually and/or are members of book clubs. Combine with a Web ad on the NCRonline.org Book Club.

### Religious Life 1

February 19 (Space reservation deadline 01/22/10)  
Advertise vocation opportunities and experiences to potential candidates AND retreats, educational programs or services to members of religious communities. Don't miss Religious Life 2 in September!

### Colleges and Universities 1

March 5 (Space reservation deadline 01/29/10)  
Promote your institutions of higher education in this issue seen by college-bound students and high school counselors nationwide. Colleges and Universities 2 is November 12 — place your ad in both issues!

### Summer Listings 1

March 19 (Space reservation deadline 02/19/10)  
Hundreds of advertisers announce their conferences, retreats, sabbaticals, educational opportunities and more in this popular annual issue. Follow up with Summer Listings 2 (May 14) or Fall & Winter Listings (August 20).

### Catholic Education

April 2 (Space reservation deadline 03/05/10)  
Reach students interested in college or university programs and parents deciding on Catholic schools for their children. Find buyers for your Catholic education resources.

### Ecology

April 16 (Space reservation deadline 03/19/10)  
NCR readers recycle, use earth-friendly products and support environmental organizations. Advertise in this special issue to reach your target audience.

### Summer Books

April 30 (Space reservation deadline 04/01/10)  
Advertise your best sellers in this annual summer feast of titles. Don't miss the opportunity to combine with a Web ad on the NCRonline.org Book Club!

### Summer Listings 2

May 14 (Space reservation deadline 04/16/10)  
Get your current program information to potential participants in this follow up to Summer Listings 1.

### Senior Life 1

May 28 (Space reservation deadline 04/30/10)  
Advertise products, programs and services that enhance today's senior lifestyles to NCR's mature readers.

### Ministries 1

June 11 (Space reservation deadline 05/14/10)  
Showcase your unique ministerial program or resource to an audience highly involved in a great variety of ministries. Reserve space in Ministries 2 (September 3) now!

### East and West

June 25 (Space reservation deadline 05/27/10)  
Advertise your Eastern or Western spirituality programs and products in this special section and see results.

### NEW Women

July 9 (Space reservation deadline 06/11/10)  
Target women engaged with today's issues in this special section that responds to NCR readers who rate the role of women in the church and the world as a very important topic.

### NEW Parish Life

July 23 (Space reservation deadline 06/25/10)  
Whether you're advertising educational products, parish management services, liturgy resources, or programs, this special section will increase your advertising potential.

### Paths to Peace

August 6 (Space reservation deadline 07/09/10)  
Issues of peace and justice are important concerns for NCR readers. Promote your peace and justice resources: educational materials, programs, and causes.

### Fall and Winter Listings

August 20 (Space reservation deadline 07/23/10)  
Advertise your upcoming retreats, conventions, conferences, educational opportunities and more. Get your programs on calendars now.

### Ministries 2

September 3 (Space reservation deadline 08/06/10)  
A second opportunity to showcase your unique ministerial program or resource to an audience highly involved in a great variety of ministries.

### Religious Life 2

September 17 (Space reservation deadline 08/20/10)  
Advertise vocation opportunities and experiences to potential candidates AND retreats, educational programs or services to members of religious communities.

### Fall Books

October 1 (Space reservation deadline 09/02/10)  
Entice our readers with your books, CDs, DVDs, audio/video products — just in time for holiday gift ideas. Increase your sales by combining a print ad with a Web ad at the NCRonline.org Book Club.

### NEW Health and Well Being

October 15 (Space reservation deadline 09/17/10)  
Advertise healthy and holistic life products and services to an audience attuned to health and wellness: 75% of NCR readers take vitamins, read food labels and exercise regularly.

### Senior Life 2

October 29 (Space reservation deadline 10/01/10)  
Reach NCR's mature readers directly. Advertise your products, programs and services that enhance today's senior lifestyles.

### Colleges and Universities 2

November 12 (Space reservation deadline 10/15/10)  
Promote your institutions of higher education in this issue seen by college-bound students and high school counselors nationwide.

### Family Life

November 26 (Space reservation deadline 10/29/10)  
Whatever aspect of family life your program, service or product serves, NCR readers are your target audience.

### Spirituality

December 10 (Space reservation deadline 11/12/10)  
Let advertising in this special section grow the number of participants in your spirituality programs and increase purchases of your spirituality products.

### NEW Charitable Giving

December 24 (Space reservation deadline 11/24/10)  
Nearly 90% of NCR readers contribute to charitable causes. Make sure your cause is included in this special section that promotes year-end giving.

**For more information contact the advertising department:  
Toll-free: 1-800-444-8910, ext. 2218, 2214 or 2238. Ask about print and Web ad packages!  
Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)**

# 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.

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# 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\_NCR061308.pdf" for an ad to run in the 6/13/08 issue of *NCR*.

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## ADVERTISING RATE INFORMATION

**National Catholic Reporter** — a winner of the Catholic Press Association’s Award for General Excellence for the past ten 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 (Effective 1/1/10 - 12/31/10)

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 18 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 \$73/col. inch.

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

**SPECIAL FEATURES:** For more information on special features on our Web site advertising, call 800-444-8910, ext. 2214 or 2238

**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
<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								

2010 Rate Card (eff. 1/1/10 through 12/31/10)

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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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# REPORTER

## ADVERTISING SPECIFICATIONS

### SPECS FOR *NCR* NEWSPAPER 2010

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

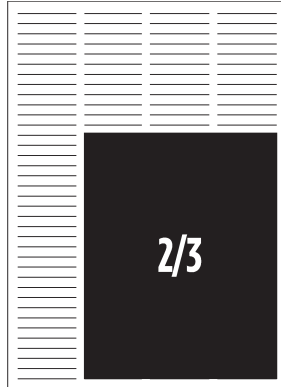
**CLOSING DATES:** Space reservations must be made 3 weeks prior to issue date. E-mailed ads must be received 18 days prior to issue date.

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

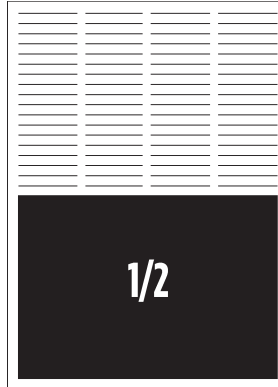
**NON-STANDARD:** Ads in non-standard sizes are priced at \$73/col. inch.



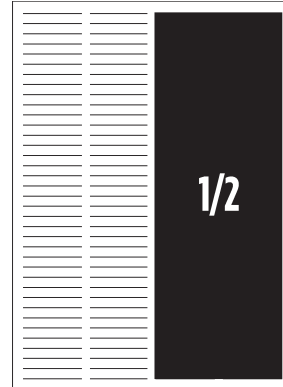
**Full Page**  
4 col. (10.4375") x 14.5"



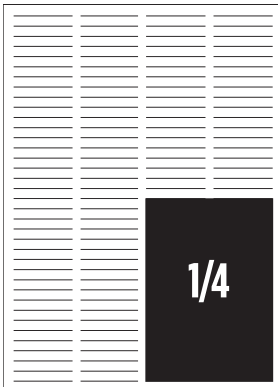
**2/3 Page**  
3 col. (7.75") x 10"



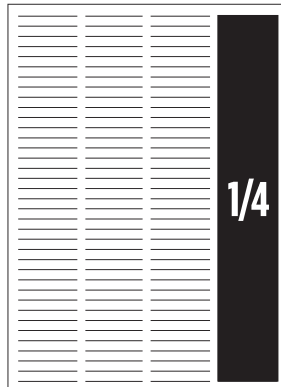
**1/2 Page - Horizontal**  
4 col. (10.4375") x 7.5"



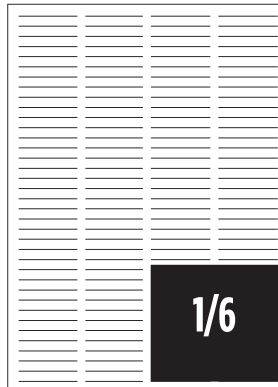
**1/2 Page - Vertical**  
2 col. (5.125") x 14.5"



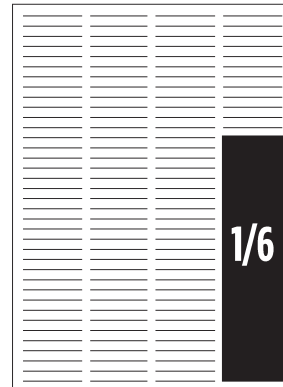
**1/4 Page - Horizontal**  
2 col. (5.125") x 7.5"



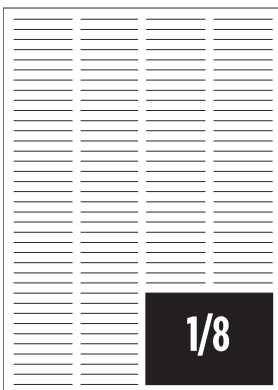
**1/4 Page - Vertical**  
1 col. (2.4375") x 14.5"



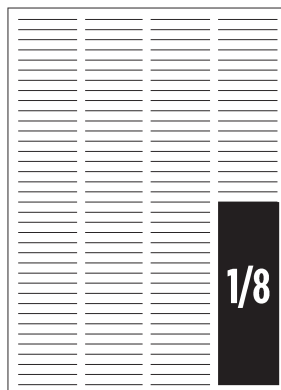
**1/6 Page - Horizontal**  
2 col. (5.125") x 5"



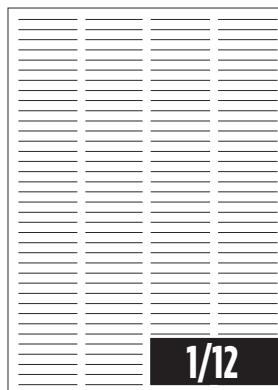
**1/6 Page - Vertical**  
1 col. (2.4375") x 10"



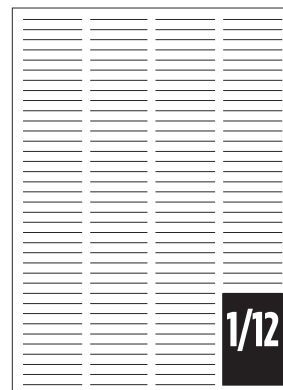
**1/8 Page - Horizontal**  
2 col. (5.125") x 3.75"



**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"