

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

For more information contact the advertising department: Toll-free: 1-800-444-8910, ext. 2218, 2214 or 2238
 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

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.

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

REPORTER

ADVERTISING SPECIFICATIONS

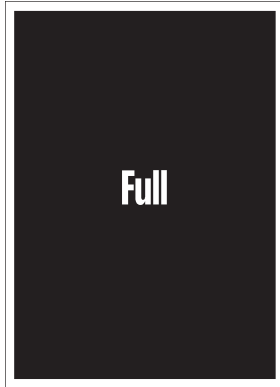
SPECS FOR *NCR* NEWSPAPER 2010

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

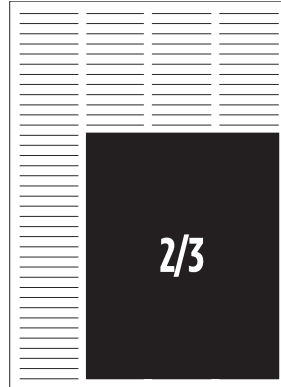
CLOSING DATES: Space reservations must be made 3 weeks prior to issue date. E-mailed ads must be received 18 days prior to issue date.

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.



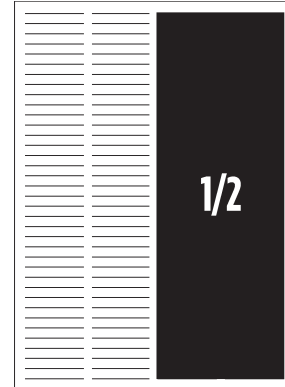
Full Page
4 col. (10.4375") x 14.5"



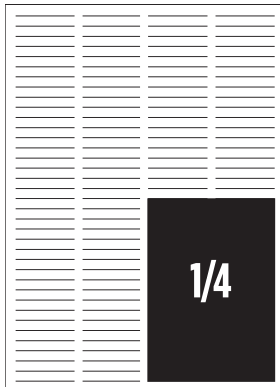
2/3 Page
3 col. (7.75") x 10"



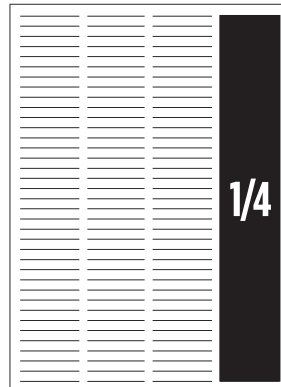
1/2 Page - Horizontal
4 col. (10.4375") x 7.5"



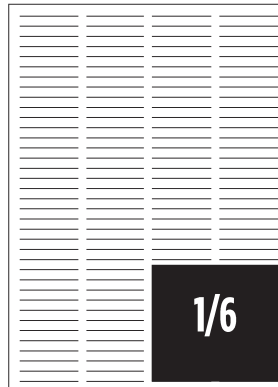
1/2 Page - Vertical
2 col. (5.125") x 14.5"



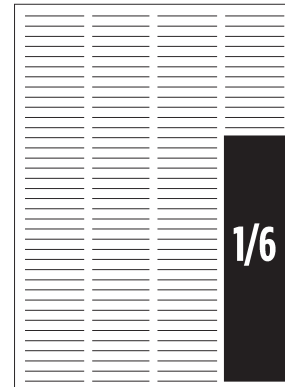
1/4 Page - Horizontal
2 col. (5.125") x 7.5"



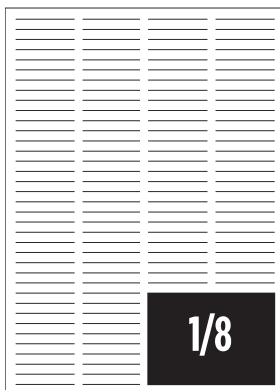
1/4 Page - Vertical
1 col. (2.4375") x 14.5"



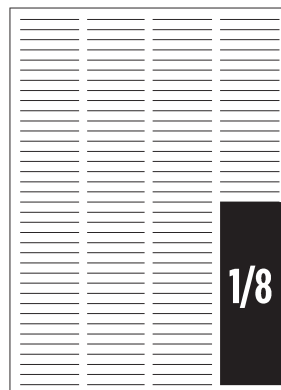
1/6 Page - Horizontal
2 col. (5.125") x 5"



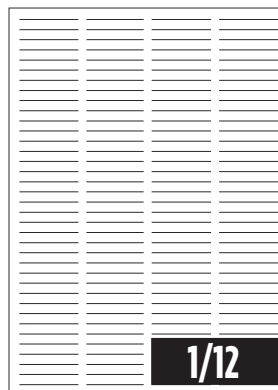
1/6 Page - Vertical
1 col. (2.4375") x 10"



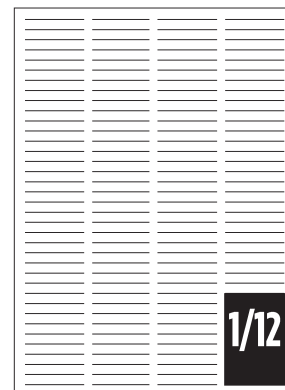
1/8 Page - Horizontal
2 col. (5.125") x 3.75"



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"