NCR is a religious news source with worldly interests, and though a large amount of its reporting deals with issues of the Catholic church, an equal amount of its coverage is a marriage of the religious, political and social forces shaping public policies and institutions. We are concerned for all people and we are committed to shaping a world that recognizes the dignity of every human being, regardless of religious belief, gender, race, ethnicity, sexual orientation or other characteristics. Throughout our history, we have been a voice for the disadvantaged and the marginalized, and we have told the stories of injustice that others simply will not print.

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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Special Section</th>
<th>Reserve ad date</th>
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</thead>
<tbody>
<tr>
<td>Jan 5</td>
<td>No Special Section</td>
<td>12/6/23</td>
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<tr>
<td>Jan 19</td>
<td>Special Section: Lenten Guide</td>
<td>12/20/23</td>
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<tr>
<td>Feb 2</td>
<td>Special Section: Religious Life 1</td>
<td>1/3/24</td>
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<td>Feb 6</td>
<td>Special Section: Catholic Education</td>
<td>1/17/24</td>
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<tr>
<td>Mar 1</td>
<td>Special Section: Summer Listings 1</td>
<td>1/31/24</td>
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<tr>
<td>Mar 15</td>
<td>Special Section: Colleges &amp; Universities 1</td>
<td>2/14/24</td>
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<tr>
<td>Apr 12</td>
<td>Special Section: EarthBeat</td>
<td>3/13/24</td>
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<td>Apr 25</td>
<td>Special Section: Summer Books</td>
<td>2/28/24</td>
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<td>Special Section: Volunteers</td>
<td>4/10/24</td>
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<tr>
<td>May 24</td>
<td>Special Section: Ministry &amp; Mission 1</td>
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<td>June 21</td>
<td>Special Section: Women Today</td>
<td>5/22/24</td>
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<tr>
<td>July 5</td>
<td>Special Section: Spirituality 1</td>
<td>6/5/24</td>
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<td>July 19</td>
<td>Special Section: Peace &amp; Justice</td>
<td>6/19/24</td>
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<tr>
<td>Aug 2</td>
<td>Special Section: Fall &amp; Winter Listings</td>
<td>7/3/24</td>
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<td>Aug 16</td>
<td>Special Section: Religious Life 2</td>
<td>7/17/24</td>
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<td>Aug 30</td>
<td>Special Section: Ministry &amp; Mission 2</td>
<td>7/31/24</td>
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<td>Sept 27</td>
<td>Special Section: Fall Books</td>
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<td>Oct 25</td>
<td>Special Section: Travel</td>
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<td>Nov 8</td>
<td>Special Section: Colleges &amp; Universities 2</td>
<td>10/9/24</td>
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<td>Nov 22</td>
<td>Special Section: Christmas Gift Guide</td>
<td>10/23/24</td>
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<tr>
<td>Dec 7</td>
<td>Special Section: Spirituality 2</td>
<td>11/6/24</td>
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<tr>
<td>Dec 20</td>
<td>Special Section: Self-Enrichment</td>
<td>11/20/24</td>
</tr>
</tbody>
</table>

When are reservations due? All reservations for the main section of any issue are due three weeks and two days prior to the issue date, at 10 am Central Time. Special section reservation dates, see below.

When is your ad due? Your ad file is due three weeks prior to the date of any given issue. In the case of a holiday, please send your ad one day earlier than the normal deadline.
NATIONAL CATHOLIC REPORTER
THE INDEPENDENT NEWS SOURCE

PRINT RATE CARD

CLOSING DATES/FORMATTING:
Space reservations must be made three weeks prior to issue date. Color composite PDF in CMYK format required for color ads.

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.

Note: Frequency rates are per ad per issue.

FREQUENCY 1X 3X 6X 8X 12X 15X 20X 26X

* Full Page - Inside Back Cover
COLOR $3,295 $3,190 $3,045 $2,970 $2,885 $2,805 $2,740 $2,675

Full Page B/W $2,760 $2,655 $2,510 $2,435 $2,350 $2,270 $2,205 $2,140
COLOR $3,060 $2,955 $2,810 $2,735 $2,650 $2,570 $2,505 $2,440

4 col. (10.4375" WIDE) x 14.5" TALL
2/3 Page B/W $1,985 $1,905 $1,805 $1,745 $1,690 $1,620 $1,585 $1,540
COLOR $2,285 $2,205 $2,105 $2,045 $1,990 $1,920 $1,885 $1,840

3 col. (7.75" WIDE) x 10" TALL
1/2 Page B/W $1,590 $1,535 $1,450 $1,405 $1,355 $1,305 $1,270 $1,240
COLOR $1,890 $1,835 $1,750 $1,705 $1,655 $1,605 $1,570 $1,540

4 col. (10.4375" WIDE) x 7.5" TALL
2 col. (5.125" WIDE) x 14.5" TALL
1/3 Page B/W $1,135 $1,080 $1,020 $985 $955 $925 $895 $850
COLOR $1,435 $1,380 $1,320 $1,285 $1,255 $1,225 $1,195 $1,150

2 col. (5.125" WIDE) x 10" TALL
1/4 Page B/W $905 $870 $825 $795 $765 $740 $725 $705
COLOR $1,205 $1,170 $1,125 $1,095 $1,065 $1,040 $1,025 $1,005

2 col. (5.125" WIDE) x 7.5" TALL
1 col. (2.4375" WIDE) x 14.5" TALL
1/6 Page B/W $640 $610 $580 $555 $540 $525 $510 $495
COLOR $940 $910 $880 $855 $840 $825 $810 $795

2 col. (5.125" WIDE) x 5" TALL
1 col. (2.4375" WIDE) x 10" TALL
1/8 Page B/W $505 $485 $455 $445 $430 $410 $405 $395
COLOR $805 $785 $755 $745 $730 $710 $705 $695

2 col. (5.125" WIDE) x 3.75" TALL
1 col. (2.4375" WIDE) x 7.5" TALL
1/12 Page B/W $355 $340 $320 $310 $300 $290 $285 $280
COLOR $655 $640 $620 $610 $600 $590 $585 $580

2 col. (5.125" WIDE) x 2.5" TALL
1 col. (2.4375" WIDE) x 5" TALL

* Premium Placement
### Preferred Software Applications for Creating Print Display Ads:
- QuarkXPress
- Adobe PageMaker
- InDesign
- Adobe Illustrator

### Full Color Ads:
CMYK is the process for “spot” or full color ads. See the rate card for full color and spot color rates.

### Black and White Ads:
Black and white or grayscale images must be formatted as 100% black ink. To achieve an ad with 100% black font, the ad should be created using one of the software programs listed above.

### Design Services:
We have a freelance designer who can create your display ad. Rates range from $35 to $150.

### File Components Required Within the Design of the Ad:
Font files should be embedded into the design and file format or the printing press may substitute the font you used to design your ad with one that is the best possible match. We prefer 250 dpi PDF files.

### Submission of Display Ads:
Display ads should be submitted in PDF file format. Display ads are due three weeks prior to the issue date. “Listing” display ads are due three weeks prior to the issue date.

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**Kim Rea**  
Advertising Director  
816-968-2216  
krea@ncronline.org

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**National Catholic Reporter**  
115 E Armour Blvd  
Kansas City, MO 64111
CLASSIFIED ADVERTISEMENTS

Print Text Ads

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>COST PER WORD/ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 5</td>
<td>$1.30</td>
</tr>
<tr>
<td>6 - 11</td>
<td>$1.25</td>
</tr>
<tr>
<td>12 - 20</td>
<td>$1.20</td>
</tr>
<tr>
<td>21 - 26</td>
<td>$1.15</td>
</tr>
</tbody>
</table>

Payment

Prepayment is required on text ads. NCR accepts Master Card, Visa, and check.

Visit ncronline.org/classifieds or email ncrad@ncronline.org to submit your ad.

Print Display Ads

Please see our Print Rate Card for sizing and pricing. Files must be submitted in PDF format to krea@ncronline.org.

Deadline

 Classified ads must be received two and a half weeks prior to issue date.

Online Classified Ads

Post your promotion in our Online Classifieds for just $75 per month!
Run your classified ad online and in print to receive a special rate of $0.75 per word/issue!

OBITUARIES

Online Obituary Ads

Celebrate the life of a loved one or member of your community. Cost is $95.

Visit ncronline.org/obituaries or email ncrad@ncronline.org to submit your ad.

INSERTS

Maximum Size

7 1/2” x 10 1/2” (folded or flat)

Pricing ($400 minimum)

<table>
<thead>
<tr>
<th>PAGES</th>
<th>COST PER THOUSAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 12</td>
<td>$105/M</td>
</tr>
<tr>
<td>16 - 20</td>
<td>$115/M</td>
</tr>
<tr>
<td>24+</td>
<td>$125/M</td>
</tr>
</tbody>
</table>

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.

Kim Rea
Advertising Director
816-968-2216
krea@ncronline.org

National Catholic Reporter
115 E Armour Blvd
Kansas City, MO 64111
Get your brand noticed on the #1 website for Catholic news and analysis.

SITE TRAFFIC:
Monthly page views: 1.9 million
Monthly visits: 1 million
*Based on 2023 monthly averages

ONLINE ADS:
Leaderboard: $1,500 per month
Spot 1: $1,050 per month
Spot 2: $900 per month
Spot 3: $800 per month
Spot 4*: $650 per month
Spot 5*: $900 per month
*Appears on content pages only.

AD SPECS:
Leaderboard: 728 x 90 pixels (desktop) plus 320 x 50 pixels (mobile)
Spots 1 and 3: 300 x 250 pixels
Spots 2 and 4: 300 x 250 pixels
Spot 5: 300 x 600 pixels
Maximum file size: 60K
Format: PNG, JPEG, or GIF (RGB mode)

POP-UP ADS:
Specs: 350 x 550 pixels
Pricing: $2,000 per day

Kim Rea
Advertising Director
816-968-2216
krea@ncronline.org

National Catholic Reporter
115 E Armour Blvd
Kansas City, MO 64111
Our emails deliver to 87,000+ opted-in readers. Emails enjoy 30% average open rates and ads receive many clicks. We provide activity reports at the end of your campaign.

**E-NEWSLETTER ADS:**

Book for one week (Sunday-Saturday) and your ad will appear in 10 or more emails featuring NCR news articles and columns.

- **550x135 Email Ad:**
  - **COST:** $500 per week
  - **SPECS:** 550 x 135 pixel graphic (jpeg or png)
    with website link

- **120x60 Email Ad:**
  - **COST:** $400 per week
  - **SPECS:** 120 x 60 pixel graphic (jpeg or png)
    with a brief description (20 words or less) and website link

- **300x250 Email Ad:**
  - **COST:** $500 per week
  - **SPECS:** 300 x 250 pixel graphic (jpeg or png)
    with website link

**SPONSORED EMAILS:**

This designated email features your subject, graphic (500 x 250 pixels), headline, 150-word description, call to action and link.

- **COST:** $2,100

“NCR email ads consistently generate excellent results for us.”

- Fr. Isaac Slater
  MonksBread.com

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