

## OUR CORE VALUES

We are called to:

### SOCIAL JUSTICE

Shining a light on stories of injustice and inequality, especially for the disadvantaged and marginalized.

### HUMAN DIGNITY

Promoting respect and honor for all members of the human family.

### INCLUSIVENESS

Embracing the global family, its rich diversity and the sacredness of all creation.

### EXCELLENCE

Striving to achieve the highest quality of journalism.

*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.

## OUR MISSION

*NCR* connects Catholics to church, faith and the common good with independent news, analysis and spiritual reflection.

## OUR VISION

We see a church alive with the Spirit, its members working around the world to embody and spread the message of the Gospels while relying on *NCR* as a trusted provider of information and a source of inspiration.

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 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.

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

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

## ISSUE DATES:

### 2025

Jan 17 & 31  
Feb 14 & 28  
Mar 14 & 28  
Apr 11 & 25  
May 9 & 23  
Jun 6 & 20  
Jul 4 & 18  
Aug 1, 15, & 29  
Sep 12 & 26  
Oct 10 & 24  
Nov 7 & 21  
Dec 5 & 19

### 2026

Jan 2, 16, & 30  
Feb 13 & 27  
Mar 13 & 27  
Apr 10 & 24  
May 8 & 22  
Jun 5 & 19  
Jul 3, 17, & 31  
Aug 14 & 28  
Sep 11 & 25  
Oct 9 & 23  
Nov 6 & 20  
Dec 4 & 18

**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.

#### January 17: Special Section: Lenten Guide

Reserve ad space by 12/18/24  
Advertise your Lenten resources, gifts, retreats and more.

#### January 31: Special Section: Religious Life 1

Reserve ad space by 1/1/25  
Inform potential candidates about vocation opportunities or promote retreats and services to religious communities. (2nd Religious Life section is Aug. 15.)

#### February 14: Special Section: Catholic Education

Reserve ad space by 1/15/25  
Successes and trends in Catholic elementary schools, adult education and faith formation programs.

#### February 28: Special Section: Summer Listings 1

Reserve ad space by 1/29/25  
Your guide to a summer of conferences, retreats and more! Boost exposure with a second ad in Summer Listings 2 (April 25).

#### March 14: Special Section: Colleges & Universities 1

Reserve ad space by 2/12/25  
Explores Catholic higher education. Next colleges issue is Nov. 7.

#### March 28: Special Section: Summer Books

Reserve ad space by 2/26/25  
Inform our book-loving audience about your new publications.

#### April 11: Special Section: EarthBeat

Reserve ad space by 3/12/25  
Explore the relationship between faith and environment, which Pope Francis emphasized in his Laudato Si' encyclical.

#### April 25: Special Section: Summer Listings 2

Reserve ad space by 3/26/25  
A second chance to get your event on summer schedules!

#### May 9: Special Section: Volunteers

Reserve ad space by 4/9/25  
Connect with volunteers who give their time and energy to important organizations and causes.

#### May 23: Special Section: Ministry & Mission 1

Reserve ad space by 4/23/25  
Showcase unique programs and resources. Get additional exposure by advertising in our 2nd ministry issue on Aug. 29.

#### June 6: No Special Section

Reserve ad space by 5/7/25  
(No special section in this issue)

#### June 20: Special Section: Women Today

Reserve ad space by 5/21/25  
Diverse experiences of women in the church and the world.

#### July 4: Special Section: Spirituality 1

Reserve ad space by 6/4/25  
Showcase your spiritual programs and products in this popular special section. (2nd Spirituality section is Dec. 5.)

#### July 18: Special Section: Peace & Justice

Reserve ad space by 6/18/25  
NCR readers are deeply involved in justice issues. Promote your organization or event with an ad here.

#### August 1: Special Section: Fall & Winter Listings

Reserve ad space by 7/2/25  
Your event will get noticed in our annual guide of events.

#### August 15: Special Section: Religious Life 2

Reserve ad space by 7/16/25  
Vocation opportunities, formation, retreats and more.

#### August 29: Special Section: Ministry & Mission 2

Reserve ad space by 7/30/25  
Showcase your unique programs and resources.

#### September 12: Special Section: Theology

Reserve ad space by 8/13/25  
Theological questions and debates attract an educated audience interested in books, study programs and resources.

#### September 26: Special Section: Fall Books

Reserve ad space by 8/27/25  
Promote books, CDs, DVDs and other products in this issue — in time for the Christmas gift-buying season.

#### October 10: No Special Section

Reserve ad space by 9/10/25  
(No special section in this issue)

#### October 24: Special Section: Travel

Reserve ad space by 9/24/25  
Our readers are on the move and are looking for adventure! Advertise your pilgrimages, shrines, mission trips, cruises and more!

#### November 7: Special Section: Colleges & Universities 2

Reserve ad space by 10/8/25  
Schools, courses of study and trends in Catholic higher education.

#### November 21: Special Section: Christmas Gift Guide

Reserve ad space by 10/22/25  
Our readers look for unique gifts that support their values. Reserve an ad in this section to promote your food gifts, fair trade items, books and other gift ideas.

#### December 5: Special Section: Spirituality 2

Reserve ad space by 11/5/25  
Showcase spiritual programs and products during Advent.

#### December 19: Special Section: Self-Enrichment

Reserve ad space by 11/19/25  
Articles about improving mind, body and soul.

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### 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
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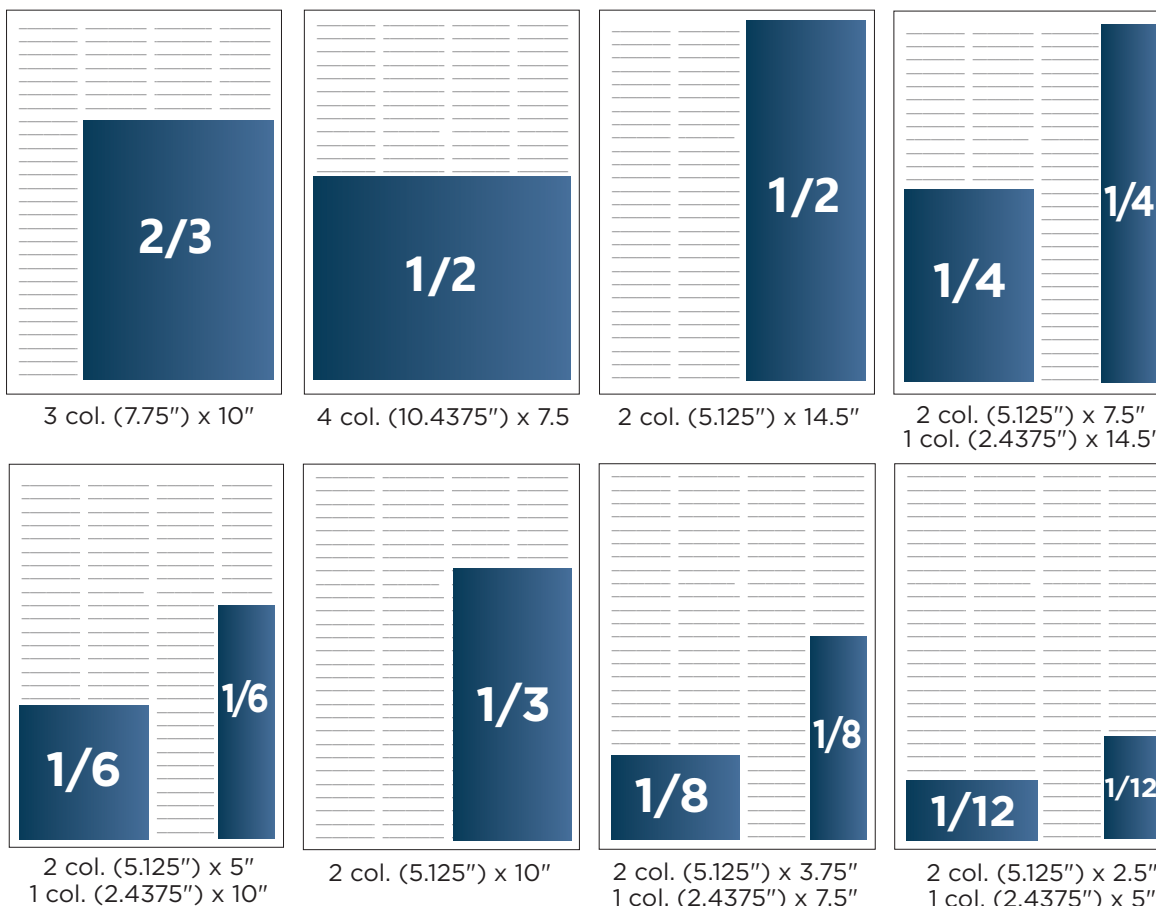
\* Full Page - Inside Back Cover

	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

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## 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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## CLASSIFIED ADVERTISEMENTS

### Print Text Ads

#### FREQUENCY COST PER WORD/ISSUE

1- 5	\$1.30
6 - 11	\$1.25
12 - 20	\$1.20
21 - 26	\$1.15

### Print Display Ads

Please see our Print Rate Card for sizing and pricing. Files must be submitted in PDF format to [krea@ncronline.org](mailto: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!

### Payment

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

**Visit [ncronline.org/classifieds](http://ncronline.org/classifieds) or email [ncrad@ncronline.org](mailto:ncrad@ncronline.org) to submit your ad.**

## OBITUARIES

### Online Obituary Ads

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

**Visit [ncronline.org/obituaries](http://ncronline.org/obituaries) or email [ncrad@ncronline.org](mailto:ncrad@ncronline.org) to submit your ad.**

## INSERTS

### Maximum Size

7 1/2" x 10 1/2" (folded or flat)

### Pricing (\$400 minimum)

#### PAGES COST PER THOUSAND

1 - 12	\$105/M
16 - 20	\$115/M
24+	\$125/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.

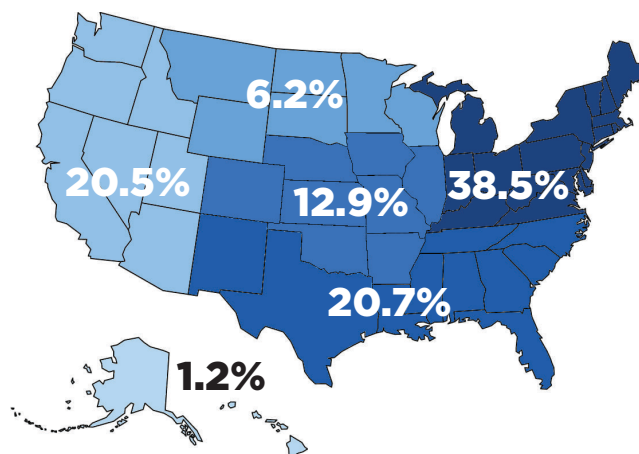
### Kim Rea

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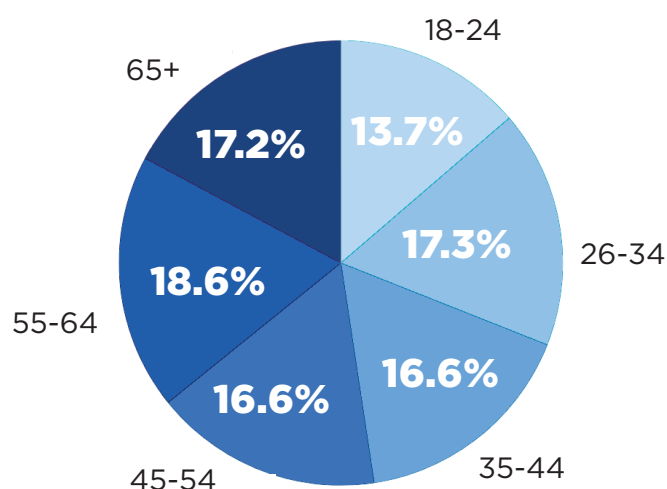
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## READERSHIP BY REGION

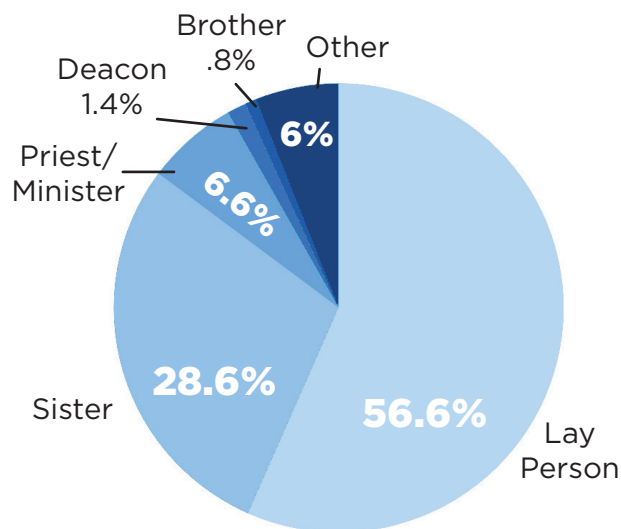
- West/Northwest
- North
- Midwest
- South/Southeast
- East
- Alaska/Hawaii & International



## AGE GROUP



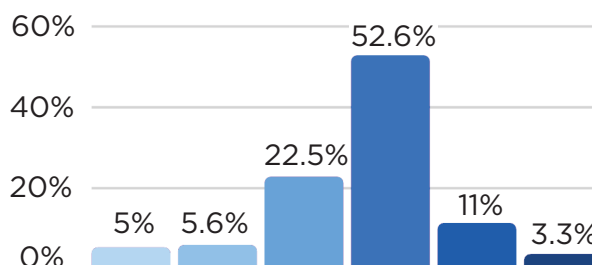
## IDENTITIES



GENDER: 51% Female & 49% Male

## EDUCATION

- High school or less
- Associate's
- Bachelor's
- Master's
- Ph. D.
- M.D./J.D.



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# 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 2024 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

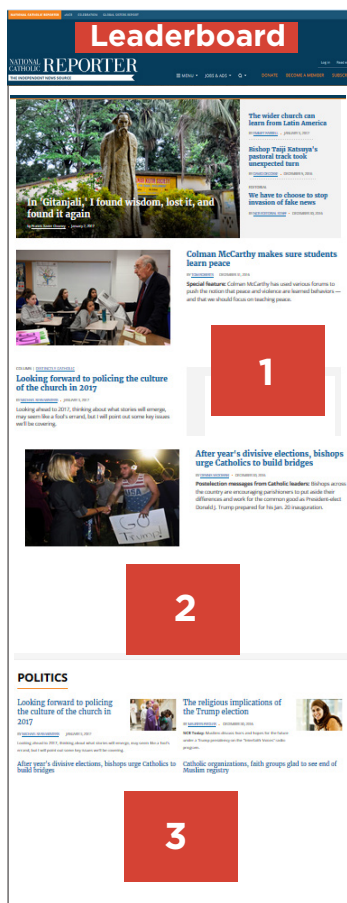
**Format:** PNG, JPEG, or GIF (RGB mode)

## POP-UP ADS:

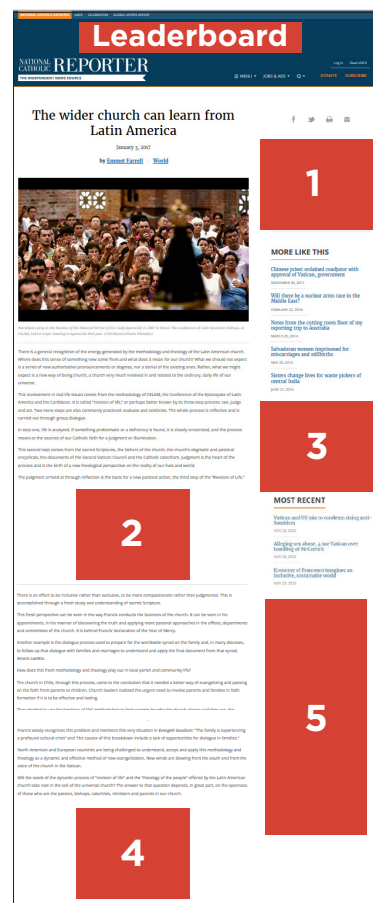
**Specs:** 350 x 550 pixels

**Pricing:** \$2,000 per day

## HOME PAGE:



## CONTENT PAGE:



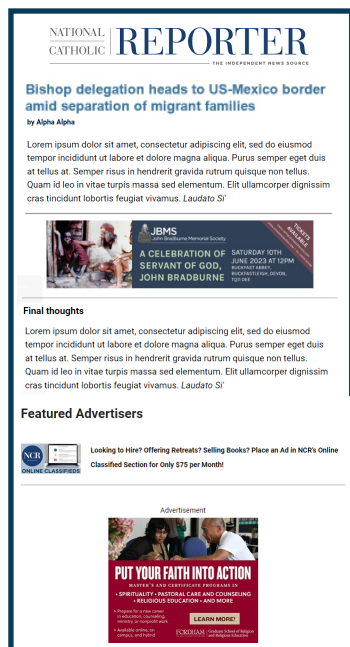
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Our emails deliver to 95,000+ opted-in readers. Emails enjoy 30% average open rates and ads receive many clicks. We provide activity reports at the end of your campaign.

## 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:

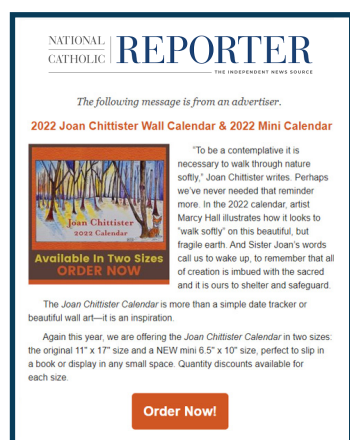
**COST:** \$400 per week

**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(s), headline, description, call to action, and link.

**COST:** \$2,500 per send

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

– Fr. Isaac Slater  
MonksBread.com

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