

ADVERTISING RATE INFORMATION

Below, you will find size and frequency rates for display advertisements.

Gross Rates and Sizes

CLOSING DATES: Space reservations must be made three weeks prior to issue date. Email your ad two weeks and two days prior to issue date.

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.

Color composite PDF in CMYK format required for color ads.

FREQUENCY		1X	3X	6X	8X	12X	15X	20X	26X
(Note: Frequency rates are per ad per issue.)									
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									

For more information contact:

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