

NATIONAL CATHOLIC

REPORTER

THE INDEPENDENT NEWS SOURCE

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.

MISSION STATEMENT

The *National Catholic Reporter* connects Catholics to church, faith and the common good with independent news, analysis and spiritual reflection.

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

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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 13 out of the last 14 years. Our editorial staff includes Pulitzer Prize nominees and former writers for *TIME Magazine* and Religion News Service. 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 50-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.

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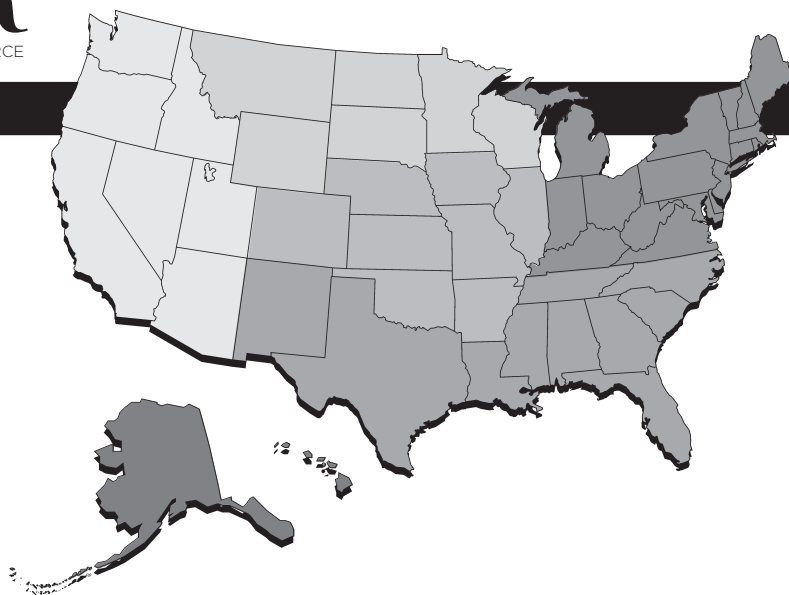
NCRonline.org

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. 2238 or 2218

E-mail: rraley@NCRonline.org or vbreashears@aol.com • Fax: (816) 968-2268

EDITORIAL ISSUE DATES and SPECIAL SECTION THEMES 2014

Updated January 2014

NATIONAL CATHOLIC REPORTER

THE INDEPENDENT NEWS SOURCE

ISSUE DATES:

2014

January 3
January 17
January 31

February 14
February 28

March 14
March 28

April 11
April 25

May 9
May 23

June 6
June 20

July 4
July 18

August 1
August 15
August 29

September 12
September 26

October 10
October 24

November 7
November 21

December 5
December 19

2015

January 2
January 16
January 30

February 13
February 27

March 13
March 27

April 10
April 24

May 8
May 22

June 5
June 19

July 3
July 17
July 31

August 14
August 28

September 11
September 25

October 9
October 23

November 6
November 20

December 4
December 18

Each issue includes a main section, special themed section and classifieds.

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 two weeks and two days prior to the date of any given issue by 10 a.m. Central Time. In the case of a holiday, please send your ad one day earlier than the normal deadline.

January 3 – Special Section: Pro-Life

Reserve ad space by 12/3/13

This special section focuses on a wide range of pro-life issues as readers prepare for the anniversary of Roe v. Wade.

January 17 – Special Section: Volunteers

Reserve ad space by 12/17/13

This issue explores the diverse experiences of volunteers, from charities to mission programs, local to worldwide.

January 31 – Special Section: Deacons

Reserve ad space by 1/1/14

This issue will focus on growing ministry of deacons, their formation, and deacons' place in the clerical structure.

February 14 – Special Section: Religious Life 1

Reserve ad space by 1/15/14

Advertise vocation opportunities to potential candidates or promote retreats and services to religious communities.

February 28 – Special Section: Colleges & Universities 1

Reserve ad space by 1/29/14

Promote your institution of higher education in this issue seen by students and adults alike.

March 14 – Special Section: Summer Listings 1

Reserve ad space by 2/12/14

Advertise your conference, retreat, sabbatical, educational opportunity or other summer event in this popular annual issue.

March 28 – Special Section: Catholic Education

Reserve ad space by 2/26/14

Learning and teaching in Catholic education K-12 and continuing adult education and faith formation programs and workshops.

April 11 – Special Section: Our Environment

Reserve ad space by 3/12/14

Advertise your organization, event or product in this issue which focuses on our roles as stewards of God's creation.

April 25 – Special Section: Summer Books

Reserve ad space by 3/26/14

Our readers regularly purchase new books. Let them know about your new title with an ad in our popular Summer Books issue.

May 9 – Special Section: Summer Listings 2

Reserve ad space by 4/9/14

Promote your upcoming summer program to potential participants in this follow-up to Summer Listings 1.

May 23 – Special Section: Family Life

Reserve ad space by 4/23/14

This special issue focuses on the diverse experiences of modern Catholic families. Reach our affluent, family-minded readership.

June 6 – Special Section: Ministry & Mission 1

Reserve ad space by 5/7/14

Our readers are involved in a variety of ministries. Showcase your unique ministerial program or resource in this issue.

June 20 – Special Section: Global Faith

Reserve ad space by 5/21/14

Promote books, degree programs and events in this unique discussion of religious traditions from around the world.

July 4 – Special Section: Women

Reserve ad space by 6/4/14

Target women leaders in this special section that focuses on the vital role of women in the church and the world.

July 18 – Special Section: Spirituality 1

Reserve ad space by 6/18/14

Showcase your spiritual programs and products in this popular special section.

August 1 – Special Section: Social Justice

Reserve ad space by 7/2/14

NCR readers are deeply concerned with justice issues. Promote your resources, programs, events and causes here.

August 15 – Special Section: Fall & Winter Listings

Reserve ad space by 7/16/14

Ensure your upcoming retreat, convention, conference or educational opportunity gets noticed in this special issue.

August 29 – Special Section: Ministry & Mission 2

Reserve ad space by 7/30/14

Our readers are involved in a variety of ministries. Showcase your unique program or resource in this special issue.

September 12 – Special Section: Health & Well Being

Reserve ad space by 8/13/14

NCR readers are interested in health and wellness for both body and soul. Advertise your product, service or program here.

September 26 – Special Section: Religious Life 2

Reserve ad space by 8/27/14

Advertise vocation opportunities to potential candidates or promote retreats and services to religious communities.

October 10 – Special Section: Fall Books

Reserve ad space by 9/10/14

Inform readers about your books, CDs, DVDs and other products in this issue in time for the Christmas gift-buying season.

October 24 – 50th Anniversary Issue

Anniversary issue: Reserve ad space by 5/22/14

Main news section: Reserve ad space by 10/1/14

This keepsake issue celebrates our 50 years as a company. Extra copies will be sold and distributed at events nationwide through October 2015—a premium for your advertising dollar.



November 7 – Special Section: Colleges & Universities

Reserve ad space by 10/8/14

Promote your institution of higher education in this issue seen by students and adults alike.

November 21 – Special Section: Saints

Reserve ad space by 10/22/14

This section celebrates the lives of holy men and women.

December 5 – Special Section: Spirituality 2

Reserve ad space by 11/5/14

Showcase your spiritual programs and products in this popular special section.

December 19 – Special Section: Theology

Reserve ad space by 11/19/14

Articles on theological trends and debates attract an audience interested in books, study programs and educational resources.

For more advertising solutions, contact the advertising department:

Randy Raley: 1-800-444-8910, ext. 2238
rraley@ncronline.org

Vicki Breashears: 1-800-444-8910, ext. 2218
vbreashears@aol.com

NATIONAL CATHOLIC REPORTER

DISPLAY AD SPECIFICATIONS

PREFERRED SOFTWARE APPLICATIONS FOR CREATING NEWSPAPER DISPLAY ADS:

Listed below are the best software programs that should be used to create your display ad for digital formatting using either a Mac or PC. We can accept your display ad by e-mail or on disk.

SOFTWARE PROGRAMS TO CREATE DISPLAY ADS:

- QuarkXPress
- Adobe PageMaker
- InDesign

FULL COLOR DISPLAY ADS:

CYMK is the process for “spot” or full color ads. See the rate card or talk to your account executive for full color and spot color rates.

BLACK AND WHITE DISPLAY ADS:

Black and white or grayscale images must be formatted as 100% black ink. Microsoft Word, Publisher, Works or PowerPoint cannot be used to create 100% black and white ads. (The black produced by these programs is a four-color black and would be read by the printer as a 4-color process black so you would be charged for a full-color ad.) To achieve an ad with 100% black font, the ad must be created using one of the software programs list above. We check all black and white ads for 100% black ink.

DESIGN SERVICES:

We have a freelance designer who can create your display ad. Rates range from \$35 to \$150.

IMPORTED IMAGES: EPS, TIFF, JPEG

During the process of creating a display ad, images imported or placed into a display ad would be saved as a CYMK, grayscale or line-art (bitmap) image. Image resolution would be max 300 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). Graphic images like logos or backgrounds downloaded from the Internet are not suitable for use in display advertising because the resolution of graphics saved from the web is too low (72 dpi) to provide the clarity needed for a print display ad. (They work fine for creating online ads, however.)

HELPFUL HINT: 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. When using InDesign software 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.

DISPLAY AD FILE COMPONENTS REQUIRED WITHIN THE DESIGN OF THE AD:

- Font files, including fonts used in graphics, 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.
- Font names and ID numbers must match those used in your document.
- We prefer 300 dpi PDF files.

SUBMISSION OF DISPLAY ADS:

Display ads should be submitted in PDF file format. Please name your ad file for your own organization’s name and issue date. Display ads are due two weeks prior to the issue date. “Listing” display ads are due three weeks prior to the issue date. Email display ads to Vicki Breashears at vbreashears@aol.com or your account executive.

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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_NCR092614.pdf" for an ad to run in the 9/26/14 issue of *NCR*.

For more information contact the advertising department:

Toll-free: 1-800-444-8910, ext. 2238 or 2218

E-mail: rraley@NCRonline.org or vbreashears@aol.com

ADVERTISING RATE INFORMATION

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

Gross Rates and Sizes (Effective 1/1/2014 to 12/31/2014)

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 three weeks prior to issue date. E-mail your ad two weeks prior to issue date. (In case of a holiday, send your ad two days earlier.)

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 \$77/col. inch.

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.

FREQUENCY	1x	3x	6x	8x	12x	15x	20x	26x
(Note: Frequency rates are per ad per issue.)								
BLACK & WHITE								
Full Page 4 col. (10.4375" WIDE) x 14.5" DEEP	\$2,630	\$2,530	\$2,390	\$2,320	\$2,240	\$2,160	\$2,100	\$2,040
2/3 Page 3 col. (7.75" WIDE) x 10" DEEP	\$1,890	\$1,815	\$1,720	\$1,660	\$1,610	\$1,545	\$1,510	\$1,465
1/2 Page 4 col. (10.4375" WIDE) x 7.5" DEEP 2 col. (5.125" WIDE) x 14.5" DEEP	\$1,515	\$1,460	\$1,380	\$1,340	\$1,290	\$1,245	\$1,210	\$1,180
1/3 Page 2 col. (5.125" WIDE) x 10" DEEP	\$1,080	\$1,030	\$970	\$940	\$910	\$880	\$850	\$810
1/4 Page 2 col. (5.125" WIDE) x 7.5" DEEP 1 col. (2.4375" WIDE) x 14.5" DEEP	\$860	\$830	\$785	\$755	\$730	\$705	\$690	\$670
1/6 Page 2 col. (5.125" WIDE) x 5" DEEP 1 col. (2.4375 WIDE) x 10" DEEP	\$610	\$580	\$550	\$530	\$515	\$500	\$485	\$470
1/8 Page 2 col. (5.125" WIDE) x 3.75" DEEP 1 col. (2.4375" WIDE) x 7.5" DEEP	\$480	\$460	\$435	\$425	\$410	\$390	\$385	\$375
1/12 Page 2 col. (5.125" WIDE) x 2.5" DEEP 1 col. (2.4375" WIDE) x 5" DEEP	\$340	\$325	\$305	\$295	\$285	\$275	\$270	\$265

COLOR CHARGES: Spot color: \$200 • 4-color process: \$600

Color composite PDF in CYMK format required for color ads. **No frequency or agency discounts on color charges.**

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

E-mail: rraley@NCRonline.org or vbreashears@aol.com

NATIONAL CATHOLIC
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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 two weeks prior to issue date. E-mail ads to ncrad@ncronline.org

Payment

Prepayment is required on word-for-word ads. NCR accepts MC, Visa, Discover, 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	\$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.

ELECTRONIC FILES

We 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.

For more information contact the advertising department:

Toll-free: 1-800-444-8910, ext. 2238 or 2218

E-mail: rrale@NCRonline.org or vbreashears@aol.com

NATIONAL CATHOLIC
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ADVERTISING SPECIFICATIONS

SPECS FOR NCR NEWSPAPER 2014

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

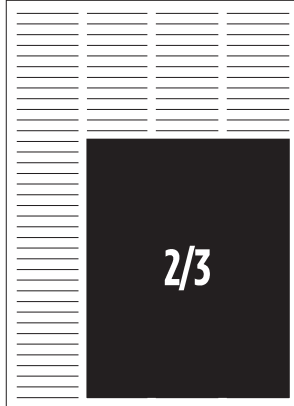
CLOSING DATES: Space reservations must be made three weeks prior to issue date. E-mail your ad two weeks prior to issue date. (In case of a holiday, send your ad two days earlier.)

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

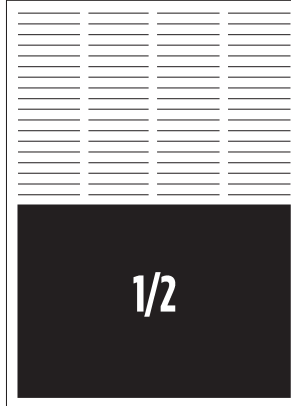
NON-STANDARD: Ads in non-standard sizes are priced at \$77/col. inch.



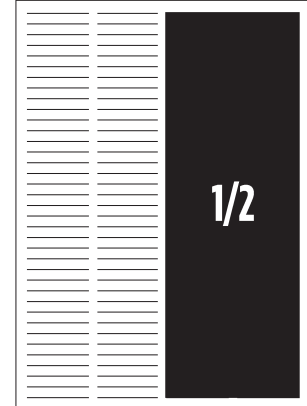
Full Page
 4 col. (10.4375") x 14.5"



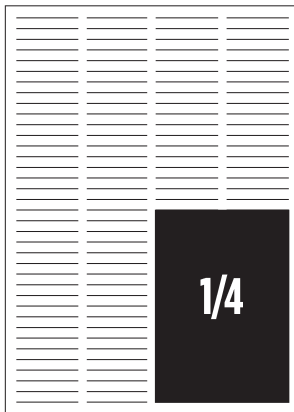
2/3 Page
 3 col. (7.75") x 10"



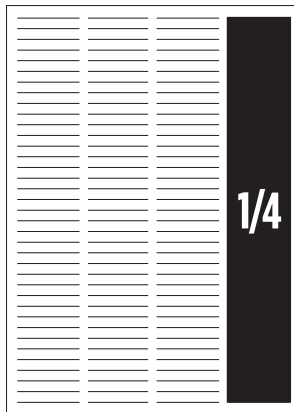
1/2 Page - Horizontal
 4 col. (10.4375") x 7.5"



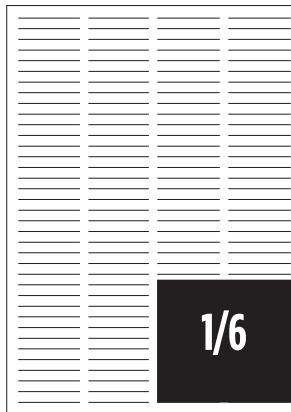
1/2 Page - Vertical
 2 col. (5.125") x 14.5"



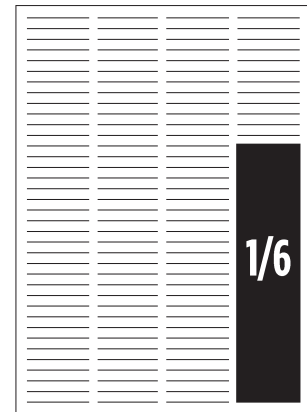
1/4 Page - Horizontal
 2 col. (5.125") x 7.5"



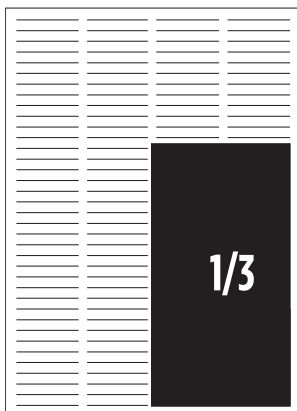
1/4 Page - Vertical
 1 col. (2.4375") x 14.5"



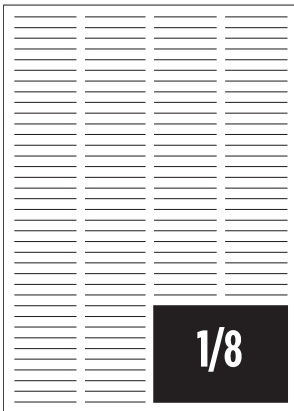
1/6 Page - Horizontal
 2 col. (5.125") x 5"



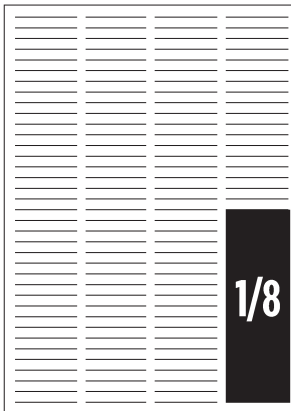
1/6 Page - Vertical
 1 col. (2.4375") x 10"



1/3 Page
 2 col. (5.125") 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"