

# 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 15 out of the last 16 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.

# NATIONAL CATHOLIC REPORTER

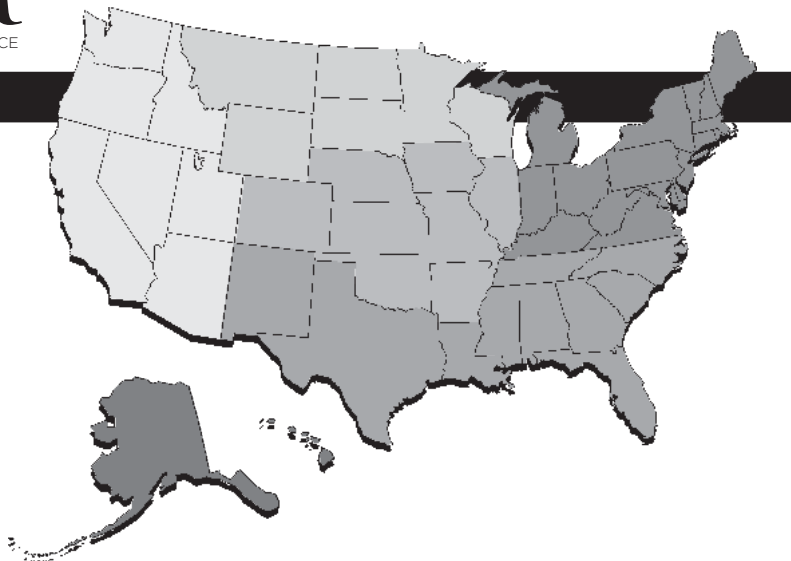
NCRonline.org

THE INDEPENDENT NEWS SOURCE

## ABOUT OUR READERS

### 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:**

Kim Rea  
1-800-444-8910, ext. 2216  
krea@ncronline.org

ISSUE  
DATES:

2020

January 10  
January 24

February 7  
February 21

March 6  
March 20

April 3  
April 17

May 1  
May 15  
May 29

June 12  
June 26

July 10  
July 24

August 7  
August 21

September 4  
September 18

October 2  
October 16  
October 30

November 13  
November 27

December 11  
December 25

2021

January 8  
January 22

February 5  
February 19

March 5  
March 19

April 2  
April 16  
April 30

May 14  
May 28

June 11  
June 25

July 9  
July 23

August 6  
August 20

September 3  
September 17

October 1  
October 15  
October 29

November 12  
November 26

December 10  
December 24

# EDITORIAL ISSUE DATES and SPECIAL SECTION THEMES 2020

**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 10 – News, analysis and commentary**  
(No special section in this issue)

Reserve ad space by 12/11/19

**January 24 – Lenten Guide**

Reserve ad space by 12/24/19

Advertise your Lenten resources, books, gifts, retreats and more.

**February 7 – Special Section: Religious Life 1**

Reserve ad space by 1/8/20

Inform potential candidates about vocation opportunities or promote retreats and services to religious communities. Second Religious Life section is Aug. 21.

**February 21 – Special Section: Catholic Education**

Reserve ad space by 1/22/20

Successes and trends in Catholic elementary schools, adult education and faith formation programs.

**March 6 – Special Section: Summer Listings 1**

Reserve ad space by 2/3/20

Your guide to a summer of conferences, retreats and more! Boost exposure with a second ad in Summer Listings 2 (May 1).

**March 20 – Special Section: Colleges & Universities 1**

Reserve ad space by 2/19/20

Explores Catholic higher education.

**April 3 – Special Section: EarthBeat**

Reserve ad space by 3/4/20

Explore the relationship between faith and environment, which Pope Francis emphasized in his Laudato Si' encyclical.

**April 17 – Special Section: Summer Books**

Reserve ad space by 3/18/20

Inform our book-loving audience about your new publication.

**May 1 – Special Section: Summer Listings 2**

Reserve ad space by 3/30/20

A second chance to get your event on summer schedules!

**May 15 – Special Section: Volunteers**

Reserve ad space by 4/15/20

Connect with volunteers who give their time and energy to important organizations and causes.

**May 29 – Special Section: Ministry & Mission 1**

Reserve ad space by 4/29/20

Showcase unique programs and resources. Get additional exposure by advertising in our second ministry issue on Sept. 4.

**June 12 – News, analysis and commentary**  
(No special section in this issue)

Reserve ad space by 5/13/20

**June 26 – Special Section: Women Today**

Reserve ad space by 5/27/20

Diverse experiences of women in the church and the world.

**July 10 – Special Section: Spirituality 1**

Reserve ad space by 6/10/20

Showcase your spiritual programs and products in this popular special section. (Second Spirituality section is Dec. 11.)

**July 24 – Special Section: Peace & Justice**

Reserve ad space by 6/24/20

NCR readers are deeply involved in justice issues. Promote your organization or event with an ad here.

**August 7 – Special Section: Fall & Winter Listings**

Reserve ad space by 7/6/20

Your event will get noticed in our annual guide of events.

**August 21 – Special Section: Religious Life 2**

Reserve ad space by 7/22/20

Vocation opportunities, formation, retreats and more.

**September 4 – Special Section: Ministry & Mission 2**

Reserve ad space by 8/5/20

Showcase your unique programs and resources.

**September 18 – Special Section: Theology**

Reserve ad space by 8/19/20

Theological questions and debates attract an educated audience interested in books, study programs and resources.

**October 2 – Special Section: Fall Books**

Reserve ad space by 9/2/20

Promote books, CDs, DVDs and other products in this issue, just in time for the Christmas gift-buying season.

**October 16 – News, analysis and commentary**  
(No special section in this issue)

Reserve ad space by 9/16/20

**October 30 – Christmas Gift Guide**

Reserve ad space by 9/30/20

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.

**November 13 – Special Section: Colleges & Universities 2**

Reserve ad space by 10/14/20

Schools, courses of study and trends in Catholic higher education.

**November 27 – Special Section: Travel**

Reserve ad space by 10/28/20

Our readers are on the move and are looking for adventure! Advertise your pilgrimages, shrines, mission trips, cruises and more!

**December 11 – Special Section: Spirituality 2**

Reserve ad space by 11/11/20

Showcase spiritual programs and products during Advent.

**December 25 – Special Section: Self-Enrichment**

Reserve ad space by 11/25/20

Articles about improving mind, body and soul.

For more advertising solutions, contact the advertising department:

Kim Rea  
1-800-444-8910, ext. 2216  
krea@ncronline.org

## ADVERTISING RATE INFORMATION

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

### Gross Rates and Sizes

**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. Email your ad two weeks and two 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 \$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.)								
<b>BLACK &amp; WHITE</b>								
<b>Full Page</b> 4 col. (10.4375" WIDE) x 14.5" DEEP	\$2,760	\$2,655	\$2,510	\$2,435	\$2,350	\$2,270	\$2,205	\$2,140
<b>2/3 Page</b> 3 col. (7.75" WIDE) x 10" DEEP	\$1,985	\$1,905	\$1,805	\$1,745	\$1,690	\$1,620	\$1,585	\$1,540
<b>1/2 Page</b> 4 col. (10.4375" WIDE) x 7.5" DEEP 2 col. (5.125" WIDE) x 14.5" DEEP	\$1,590	\$1,535	\$1,450	\$1,405	\$1,355	\$1,305	\$1,270	\$1,240
<b>1/3 Page</b> 2 col. (5.125" WIDE) x 10" DEEP	\$1,135	\$1,080	\$1,020	\$985	\$955	\$925	\$895	\$850
<b>1/4 Page</b> 2 col. (5.125" WIDE) x 7.5" DEEP 1 col. (2.4375" WIDE) x 14.5" DEEP	\$905	\$870	\$825	\$795	\$765	\$740	\$725	\$705
<b>1/6 Page</b> 2 col. (5.125" WIDE) x 5" DEEP 1 col. (2.4375 WIDE) x 10" DEEP	\$640	\$610	\$580	\$555	\$540	\$525	\$510	\$495
<b>1/8 Page</b> 2 col. (5.125" WIDE) x 3.75" DEEP 1 col. (2.4375" WIDE) x 7.5" DEEP	\$505	\$485	\$455	\$445	\$430	\$410	\$405	\$395
<b>1/12 Page</b> 2 col. (5.125" WIDE) x 2.5" DEEP 1 col. (2.4375" WIDE) x 5" DEEP	\$355	\$340	\$320	\$310	\$300	\$290	\$285	\$280

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

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

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krea@ncronline.org

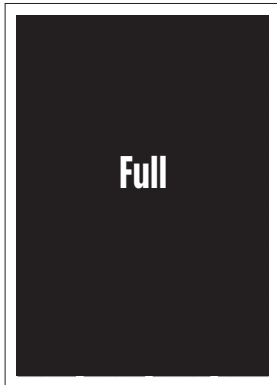
NATIONAL CATHOLIC  
**REPORTER**  
 ADVERTISING SIZES

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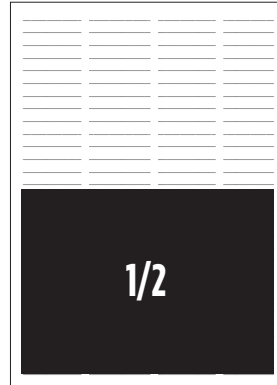
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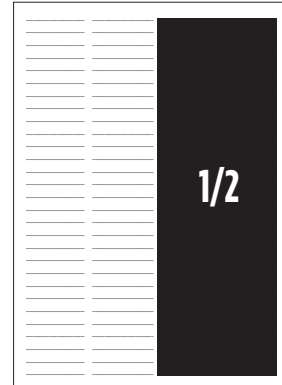
**Full Page**  
 4 col. (10.4375") x 14.5



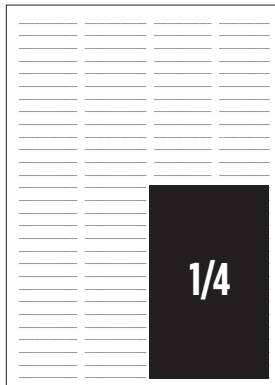
**2/3 Page**  
 3 col. (7.75") x 10"



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



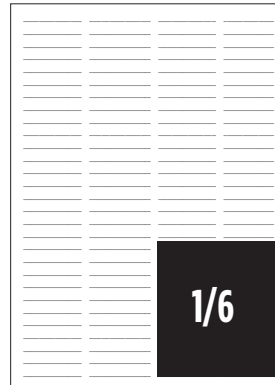
**1/2 Page - Vertical**  
 2 col. (5.125") x 14.5"



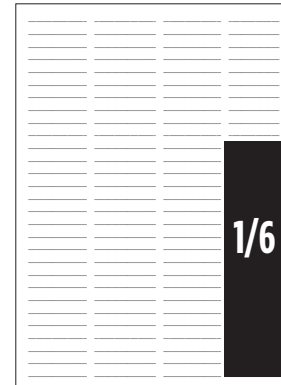
**1/4 Page - Horizontal**  
 2 col. (5.125") x 7.5"



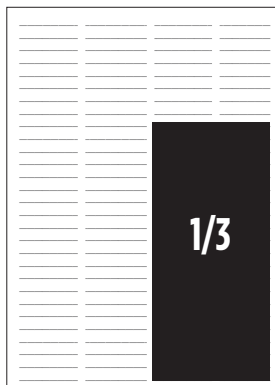
**1/4 Page - Vertical**  
 1 col. (2.4375") x 14.5"



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



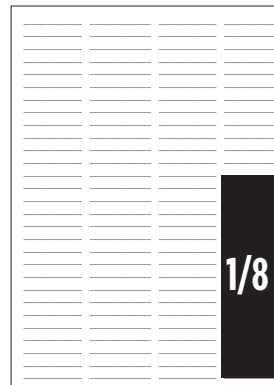
**1/6 Page - Vertical**  
 1 col. (2.4375") x 10"



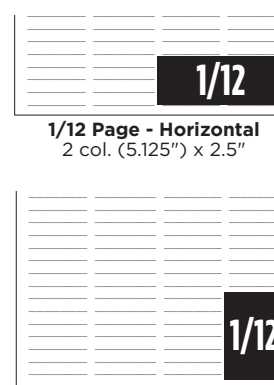
**1/3 Page**  
 2 col. (5.125") x 10"



**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"

**For more information contact the advertising department:**

Kim Rea  
 1-800-444-8910, ext. 2216  
 krea@ncronline.org

# NATIONAL CATHOLIC REPORTER

## DISPLAY AD SPECIFICATIONS

Revised August 2019

### 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 email or on disk.

### SOFTWARE PROGRAMS TO CREATE DISPLAY ADS:

- QuarkXPress
- Adobe PageMaker
- InDesign
- Adobe Illustrator

### FULL COLOR DISPLAY ADS:

CMYK 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 CMYK, grayscale or line-art (bitmap) image. Image resolution would be max 250 dpi for CMYK 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 250 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 three weeks prior to the issue date. “Listing” display ads are due three weeks prior to the issue date. Email display ads to your sales representative.

**For more information contact the advertising department:**

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# NATIONAL CATHOLIC REPORTER

## 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 250 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 250 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 250 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\_NCR092617.pdf" for an ad to run in the 9/26/17 issue of NCR.

**For more information contact the advertising department:**

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NATIONAL CATHOLIC  
**REPORTER**

**CLASSIFIED ADVERTISEMENTS**

Text

<b>FREQUENCY</b>	<b>COST PER WORD/ISSUE</b>
<b>1 - 5</b>	<b>\$1.30</b>
<b>6 - 11</b>	<b>\$1.25</b>
<b>12 - 20</b>	<b>\$1.20</b>
<b>21 - 26</b>	<b>\$1.15</b>

Closing Dates

Classified ads must be received two and a half weeks prior to issue date. Email ads to [ncrad@ncronline.org](mailto:ncrad@ncronline.org).

Payment

Prepayment is required on text ads. NCR accepts Master Card, Visa, Discover, check and money order. Text 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 (\$400 minimum)

<b>PAGES</b>	<b>COST PER THOUSAND</b>
<b>1 - 12</b>	<b>\$105/M</b>
<b>16 - 20</b>	<b>\$115/M</b>
<b>24+</b>	<b>\$125/M</b>

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 250 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:**

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[krea@ncronline.org](mailto:krea@ncronline.org)