

NATIONAL CATHOLIC REPORTER

VALUES

We are called to:

JUSTICE

bringing light to darkness,
hope to the marginalized
of the world

RENEWAL

operating out of the spirit
of the Second Vatican Council

COMPASSION

making forgiveness and love
foundational in our actions

HUMAN DIGNITY

respect and honor for all
members of the human family

INCLUSIVENESS

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

EXCELLENCE

striving to achieve the highest
quality of journalism

MISSION STATEMENT

The National Catholic Reporter Publishing Company seeks to inform and inspire a just and peaceful world, serving as a platform for discussions of church, society and global community. As a company, we are committed in our publishing efforts to the Roman Catholic tradition and people. We identify with those trying to live by Christ's life-affirming teachings of justice and compassion.

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

NATIONAL CATHOLIC REPORTER

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 for the past eight years. Our senior correspondent was a leader of CNN's coverage of the last papal conclave, and our editorial staff includes Pulitzer Prize nominees and former writers for *TIME Magazine*, *RNS*, and the *St. Louis Post-Dispatch*. 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 44-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

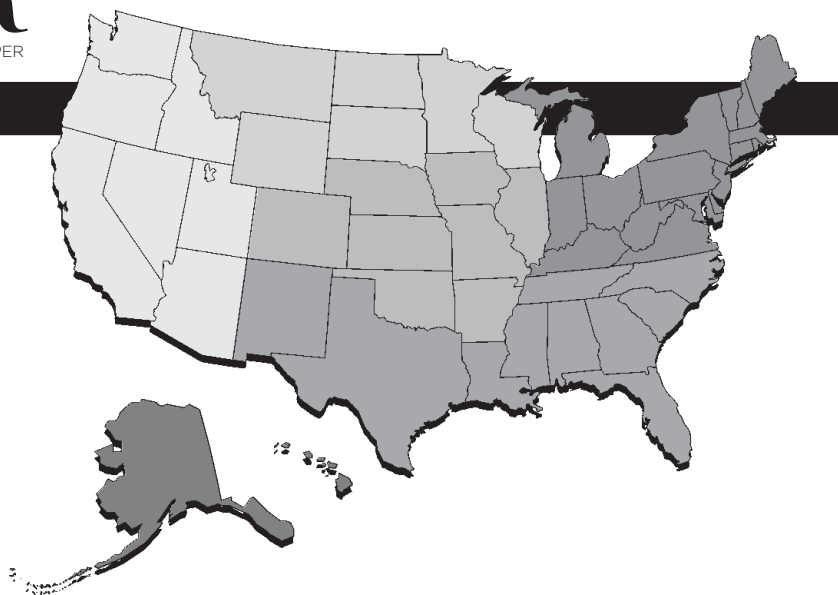
www.NCRonline.org

THE INDEPENDENT NEWSPAPER

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 120,000
(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. 2218, 2214, 2217 or 2238 and for Web advertising, ext. 2214 or 2217

Fax: (816) 968-2268 • E-mail: advertising@NCRonline.org

04/03/2008

NATIONAL CATHOLIC REPORTER

2008

REMAINING ISSUE DATES

April 4
April 18

May 2
May 16
May 30

June 13
June 27

July 11
July 25

August 8
August 22

September 5
September 19

October 3
October 17
October 31

November 14
November 28

December 12
December 26

2009

ISSUE DATES

January 9
January 23

February 6
February 20

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

SPECIAL ISSUES

Updated March 14, 2008

2008

Summer Books:

2008: May 2 (Closing 04/04/08)
Advertise your best sellers – to our nationwide readership of 100,000 – in this annual summer feast of titles.

Summer Listings 2:

2008: May 16 (Closing 03/28/08)
A follow-up to Summer Listings 1 – this issue includes your latest information for our readers.

Destinations:

2008: June 13 (Closing 05/16/08)
Offer our readers a meaningful getaway destination. Advertise your tours, vacation packages, cruises, pilgrimages and more to an audience that likes to travel.

Fall & Winter Listings:

2008: August 22 (Closing 07/25/08)
Retreats, conventions, conferences, educational opportunities and numerous other categories... a very popular and well-read special issue.

Ministries:

2008: September 19 (Closing 08/15/08)
This is an opportunity to showcase your unique ministerial program or resource to an audience highly involved in ministry.

Fall Books:

2008: October 3 (Closing 09/05/08)
Entice our readers with your books, CDs, DVDs, audio/video items – just in time for holiday gift ideas!

Paths to Peace:

2008: October 17 (Closing 09/12/08)
Issues of peace and justice are important concerns for *NCR* readers. Connect them to your peace and justice resources: educational materials, programs, and causes.

Catholic Colleges & Universities:

2008: November 14 (Closing 10/17/08)
Promote your institutions in this issue seen by college-bound students and high school counselors nationwide.

Family Life:

2008: November 28 (Closing 10/24/08)
Whatever aspect of family life your program, service or product serves, *NCR* readers are your target audience. Take advantage of this special issue.

Spirituality:

2008: December 12 (Closing 11/07/08)
Let advertising in *NCR's* Spirituality issue increase the number of participants in your spirituality programs and grow purchases of your spirituality products.

Special Classified Advertising Sections:

Holiday Gifts & Treasures:

2008: October 3, 17, 31 (Closing 09/05/08)
2009: October 2, 16, 30 (Closing 09/04/09)

Lent Resource Guide:

LENT 2009: December 12, 2008 (Closing 11/21/08)
LENT 2010: December 11, 2009 (Closing 11/20/09)

2009

Destinations:

2009: January 23 (Closing 12/26/08)

Winter Books:

2009: February 6 (Closing 01/09/09)
Each year, 50% of our readers purchase 10 or more books, CDs, DVDs, audio/video products or instructional tapes and/or are members of book clubs.

Religious Life 1:

2009: February 20 (Closing 01/23/09)
Are you a religious community offering vocation opportunities, retreats or ministry experiences? Do you have a retreat, educational program or service to offer members of religious communities? Then this special issue is for you.

Catholic Colleges & Universities:

2009: March 6 (Closing 02/06/09)

Summer Listings 1:

2009: March 20 (Closing 01/23/09)
Each year, hundreds of advertisers use this issue to announce their conferences, retreats, sabbaticals, educational opportunities and more. This is one of our most popular supplements.

Catholic Education:

2009: April 3 (Closing 03/06/09)
Reach students interested in your college or university programs and parents deciding on Catholic schools for their children. Find buyers for your Catholic education resources.

Ecology:

2009: April 17 (Closing 03/13/09)
NCR readers recycle, use earth-friendly products and support environmental organizations. Advertise in this special issue to reach your target audience.

Summer Books:

2009: May 1 (Closing 04/03/09)

Summer Listings 2:

2009: May 15 (Closing 03/27/09)

Wealth and Responsibility:

2009: June 12 (Closing 05/15/09)
NCR's socially responsible readers are interested in your investment opportunities, humanitarian causes, volunteer programs and alternative vacations.

Paths to Peace:

2009: August 7 (Closing 07/10/09)

Fall & Winter Listings:

2009: August 21 (Closing 07/24/09)

Ministries:

2009: September 4 (Closing 08/07/09)

NEW: Religious Life 2:

2009: September 18 (Closing 08/21/09)

Fall Books:

2009: October 2 (Closing 09/04/09)

NEW: Senior Living:

2009: October 30 (Closing 10/02/09)
This new special section will be particularly appealing to *NCR's* mature readers. Advertise your products, programs and services that enhance today's senior lifestyles.

Family Life:

2009: November 27 (Closing 10/23/09)

Spirituality:

2009: December 11 (Closing 11/06/09)

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04/03/2008

NATIONAL CATHOLIC REPORTER

ELECTRONIC FILING GUIDELINES

PREFERRED SOFTWARE APPLICATIONS:

Listed below are the best software programs to use to create your digital files in either Mac or PC platform. We can accept your documents by e-mail or on disk.

BLACK AND WHITE:

Adobe Acrobat, QuarkXPress, Adobe PageMaker, InDesign

COLOR:

CYMK or ROP (C100 M60) plus BLACK: QuarkXPress, Adobe PageMaker and InDesign
Black and white or grayscale images must be formatted as black and white. ROP spot color images must be formatted as CYMK. ROP blue is C100 Y00 M60 K00.

DOCUMENTS THAT REQUIRE SPECIAL ATTENTION:

Documents created with applications such as Microsoft Word or Works, Microsoft Publisher, Microsoft Excel, Microsoft PowerPoint, Word Perfect or any other word processing/spreadsheet/presentation applications are best used for importing text. They are not designed for layout of documents that will be printed on a printing press. They are not fully capable of color separating the file into the four primary colors (CYMK). Extra time will be necessary for us to reformat/recreate your document and for you to proof the output.

IMPORTED IMAGES: EPS, TIFF, JPEG

Images imported or placed into a graphics application should be saved as a CYMK, grayscale or lineart (bitmap) image. Image resolution should be 200 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). Images downloaded from the Internet are not suitable because the resolution is too low (72 dpi).

FILE COMPONENTS REQUIRED:

- Font files, including fonts used in graphics
- Font names and ID numbers must match those used in your document.
- Image files
- Document files — 200 dpi PDFs preferred. A faxed sample of the document is required.

ADOBE ACROBAT PDFS

When creating PDFs **all fonts and graphics must be embedded** in the file or they will not reproduce correctly.

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. InDesign 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.

NOTE:

We prefer electronic files by e-mail. All electronic files are destroyed after 2 years.

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ADVERTISING RATE INFORMATION

National Catholic Reporter — a winner of the Catholic Press Association's Award for General Excellence for the past eight years — is a lay operated national newspaper with a readership of approximately 100,000 (in 96 countries and 6 continents). Timely, insightful articles challenge readers who want to know the facts, yet want to form their own opinions as free thinkers in today's church. Our readers have college degrees, purchase products/services seen in *NCR*, have access to institutional funds, travel, are executives, professionals and educators. 60% of our readers are laity and 40% religious or clergy. Along with display and classified advertising, *NCR* accepts inserts, giving you an opportunity to reach our active readership with your own brochures and flyers. Below, you will find size and frequency rates for display, classified, and insert advertisements. (NOTE: Frequency rates below are per ad/per issue.)

Gross Rates and Sizes

National Catholic Reporter Advertising Specifications

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 3 weeks prior to issue date. E-mailed ads must be received 18 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 \$65/col. inch.

ADVERTISING AGENCIES: 15% agency commission is allowed on the gross rate for display ads placed by agencies.

SPECIAL FEATURES: For more information on special features on our Web site advertising, call 800-444-8910, ext. 2214 or 2217

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
BLACK & WHITE								
Full Page	2,274	2,184	2,067	2,003	1,935	1,866	1,818	1,760
4 col. (10.4375" WIDE) x 14.5" DEEP								
2/3 Page	1,632	1,569	1,484	1,436	1,389	1,336	1,304	1,267
3 col. (7.75" WIDE) x 10" DEEP								
1/2 Page	1,309	1,261	1,193	1,155	1,113	1,076	1,049	1,018
4 col. (10.4375" WIDE) x 7.5" DEEP								
2 col. (5.125" WIDE) x 14.5" DEEP								
1/4 Page	742	716	678	652	631	610	594	578
2 col. (5.125" WIDE) x 7.5" DEEP								
1 col. (2.4375" WIDE) x 14.5" DEEP								
1/6 Page	525	504	477	461	445	429	419	408
2 col. (5.125" WIDE) x 5" DEEP								
1 col. (2.4375" WIDE) x 10" DEEP								
1/8 Page	413	398	376	366	355	339	334	323
2 col. (5.125" WIDE) x 3.75" DEEP								
1 col. (2.4375" WIDE) x 7.5" DEEP								
1/12 Page	292	281	265	254	249	239	233	228
2 col. (5.125" WIDE) x 2.5" DEEP								
1 col. (2.4375" WIDE) x 5" DEEP								

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REPORTER

CLASSIFIED ADVERTISEMENTS

Text

FREQUENCY COST PER WORD/ISSUE

1- 5	\$1.25
6 - 11	\$1.20
12 - 20	\$1.15
21 - 26	\$1.10

Blind box number charge \$2.50/issue

Closing Dates

Classified ads must be received 2 weeks prior to issue date. E-mail ads to ncrad@ncronline.org

Payment

Prepayment required on word-for-word ads. NCR accepts MC, Visa, 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	\$90/M
16 - 20	\$100/M
24+	\$110/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

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.

Color Charges

ROP (C100/M60) - \$100

Spot color in any other CMYK color - \$200

4-color process - \$600

Color composite PDF in CMYK format required for color ads.

No discounts (frequency or agency) on color charges.

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REPORTER

ADVERTISING SPECIFICATIONS

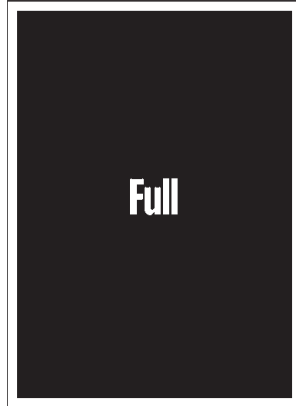
SPECS FOR *NCR* NEWSPAPER 2008

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

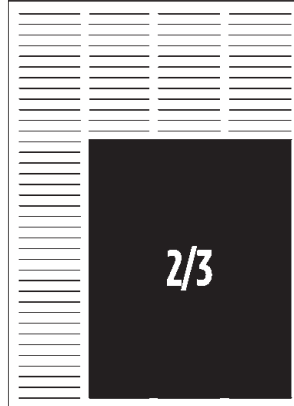
CLOSING DATES: Space reservations must be made 3 weeks prior to issue date. E-mailed ads must be received 18 days prior to issue date.

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

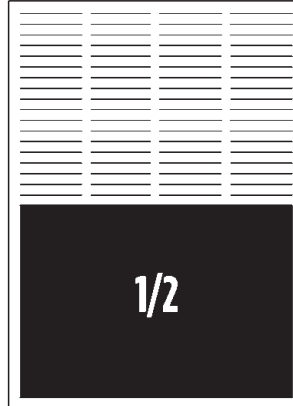
NON-STANDARD: Ads in non-standard sizes are priced at \$65/col. inch.



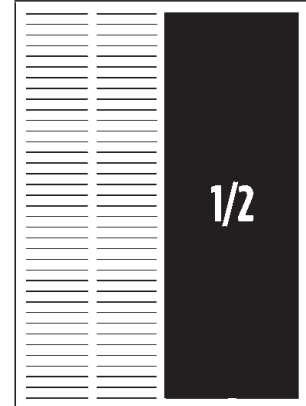
Full Page
4 col. (10.4375") x 14.5"



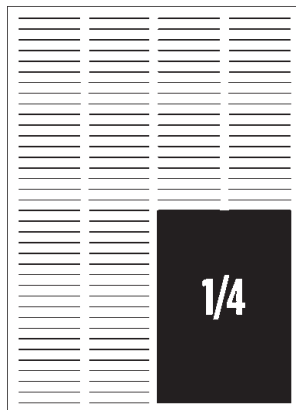
2/3 Page
3 col. (7.75") x 10"



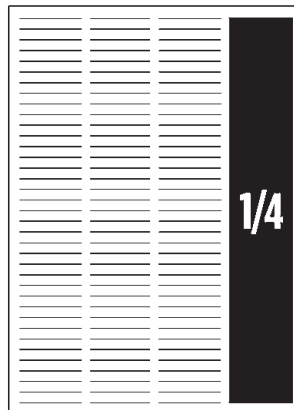
1/2 Page - Horizontal
4 col. (10.4375") x 7.5"



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



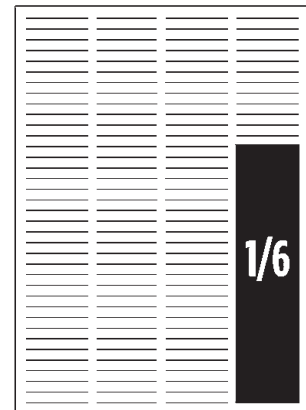
1/4 Page - Horizontal
2 col. (5.125") x 7.5"



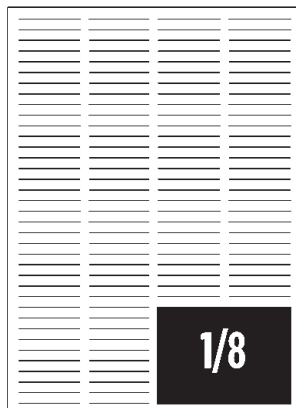
1/4 Page - Vertical
1 col. (2.4375") x 14.5"



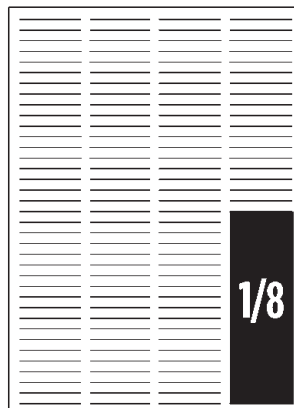
1/6 Page - Horizontal
2 col. (5.125") x 5"



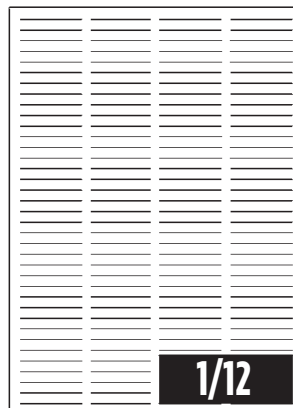
1/6 Page - Vertical
1 col. (2.4375") x 10"



1/8 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"