



# Media Information Rate Card

**U.S.Catholic**  
uscatholic.org

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Effective February 2009

America's award-winning, religious general-interest magazine, U.S. CATHOLIC provides a unique and highly popular open forum for all aspects of Catholic life and thought. U.S. CATHOLIC puts great emphasis in its pages on engaging ordinary Catholics in conversation. Through feature articles, interviews, essays and recurring columns, U.S. CATHOLIC explores the issues affecting Catholics today and offers readers an opportunity to respond and become a part of the dialogue.

U.S. CATHOLIC readers are not passive: Their active response is an essential part of every issue. More than 20% of each issue is devoted to readers' insights. This active and informed readership translates into high visibility and response to advertising messages.

## Advertising Rates

All rates are net.

	Open	3x	6x	12x
2-page spread	\$3,000	\$2,700	\$2,400	\$2,100
Full page	1,575	1,420	1,260	1,105
2/3 page	1,160	1,045	930	815
1/2 page	950	855	760	665
1/3 page	675	610	540	475
1/4 page	550	495	440	385
1/6 page	400	360	320	280

### Color

Spot color	\$100
4-color process	\$200

### Premium Positions

All premium positions include 4-color process and full-bleed costs.

	Open	3x	6x	12x
Back cover	\$2,500	\$2,375	\$2,250	\$2,125
Inside front cover	2,200	2,090	1,980	1,870
Inside back cover	2,100	1,995	1,890	1,785

Add \$100 for other special-position requests.

### Inserts

Customer-supplied, preprinted inserts can be bound in or blown in for \$54 per thousand. Bind-ins must meet postal requirements. Call for specifications.

### Circulation Information

National Catholic, general-interest, monthly magazine  
Circulation: 30,000  
Readership: 90,000 (per 2002 pass-along study)

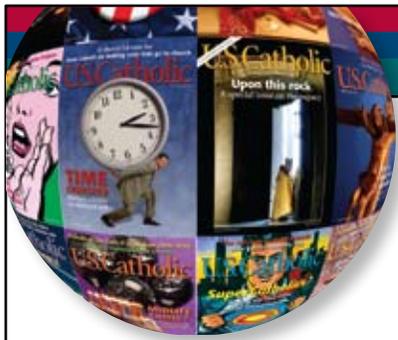
### Ad Sizes

Please be sure to follow measurements below exactly.  
Rates shown here are "Open."

\$400 Spot color \$500 4 color \$600	\$400 Spot color \$500 4 color \$600	\$550 Spot color \$650 4 color \$750	\$550 Spot color \$650 4 color \$750	\$675 Spot color \$775 4 color \$875
1/6-page vertical 2.25" x 4.625"	1/6-page horizontal 4.625" x 2.25"	1/4-page vertical 3.375" x 4.625"	1/4-page horizontal: 7" x 2.25"	1/3-page vertical 2.25" x 9.5"

\$675 Spot color \$775 4 color \$875	\$950 Spot color \$1,050 4 color \$1,150	\$950 Spot color \$1,050 4 color \$1,150	\$950 Spot color \$1,050 4 color \$1,150	\$1,160 Spot color \$1,260 4 color \$1,360
1/3-page square 4.625" x 4.625"	1/2-page island 4.625" x 7"	1/2-page horizontal 7" x 4.625"	1/2-page vertical 3.375" x 9.5"	2/3-page vertical 4.625" x 9.5"

\$1,160 Spot color \$1,260 4 color \$1,360	\$1,575 Spot color \$1,675 4 color \$1,775	\$1,575 Spot color \$1,675 4 color \$1,775	\$3,000 Spot color \$3,150 4 color \$3,250
2/3-page horizontal: 7" x 6.25"	Full page 7" x 9.5"	Full-page bleed Live area: 7" x 9.5" Trim size: 8.125" x 10.875" Full-bleed size: 8.25" x 11.125"	2-page spread with bleed Live area: 15" x 9.5" Trim size: 16.25" x 10.875" Full-bleed size: 16.5" x 11.125"



# U.S. Catholic

[uscatholic.org](http://uscatholic.org)

## Editorial Calendar & Closing Dates

U.S. CATHOLIC is mailed to subscribers no later than the 10th of the month preceding the issue date.

Issue	Space Deadline	Materials Due
January (Special Issue on Women)*	10/25	11/10
February	11/25	12/10
March	12/28	1/10
April (Special Issue on the Family)*	1/26	2/10
May	2/22	3/6
June	3/23	4/3
July (Special Issue on Young Adults/Vocations)*	4/27	5/8
August	5/25	6/5
September (Education)*	6/29	7/10
October (Fall Books)*	7/27	8/7
November	8/24	9/4
December	9/28	10/9

\*Special advertising sections

## Mechanical Requirements

U.S. CATHOLIC is printed computer-to-plate. For the best reproduction quality, all advertisements should meet the following specifications:

- High-Resolution PDF, sent via e-mail to [ads@uscatholic.org](mailto:ads@uscatholic.org) or via CD-ROM or ZIP disk to U.S. CATHOLIC Advertising, 205 W. Monroe St., 9th floor, Chicago, IL 60606
- Line screen of at least 133 lines per inch
- Resolution on digital photos of at least 300 dpi and on illustrations of at least 400 dpi
- All fonts embedded
- All colors, including RGB colors, must be converted to CMYK format
- Full-page ads that bleed should include an additional 1/8-inch bleed all the way around and crop marks (See exact bleed trim measurements under "Ad Sizes" on other side.)
- No crop marks, except on full-page, bleed ads
- Camera-ready art and film are not accepted

*Any advertisement not meeting these specifications will incur production charges of at least \$25, depending on the amount of production work required.*

**All advertisements must include a hard-copy printout for color matching.**

U.S. CATHOLIC assumes only reasonable responsibility for the reproduction quality of advertisements submitted without a physical printout for press checking and will not issue credits of any kind if a checking copy was not supplied.

205 West Monroe Street • Chicago, Illinois 60606 • 312/544-8205 • Fax: 312/768-4091

## Monthly Internet Rates

The U.S. CATHOLIC website receives more than 40,000 individual site visits and more than 100,000 page views per month. U.S. CATHOLIC Internet ads run for one month from the day they are posted on the site. All prices are monthly.

U.S. CATHOLIC Web Ads	Top Banner	Side Tiles
Home page	\$350	\$225
All other pages	\$400	\$250

468 pixels w x 60 pixels h

**TOP BANNER AD**

Internet files should be submitted as:

- .jpeg
- .gif (animated gif)
- .png

120 pixels  
x  
240 pixels

**SIDE TILE AD**



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## Advertising Design/Production Service

U.S. CATHOLIC production staff can help you design your eye-catching, contemporary ad at reasonable rates. Whether you're looking for ideas on how to communicate your message or just need help with the finishing touches, the U.S. CATHOLIC creative team can bring your message to life! Call 312/544-8205, for design-service costs.

## Terms & Conditions

Cancellations occurring after the published Space Deadline will incur a cancellation fee in the amount of 50% of the total value of the advertisement.

Invoices are due within 30 days of receipt, and, unless otherwise requested, advertisers will be billed at the time of publication.

U.S. CATHOLIC reserves the right to reject any advertising it considers not in line with its mission for any reason.

## List Rental

For Claretian Publications/St. Jude League list-rental information, call Michele Taylor, business manager, at 312/544-8147.

## Rate Policy

Rates are subject to change without notice. Rates apply to post-production-ready submissions only. Frequency discount rates must be used within a one-year period. Cancellations are not accepted after closing date. Advertisers who require proofs for approval must furnish copy 70 days preceding date of issue.


 Published by  
**THE CLARETIANS**  
*Servants of the Word. Partners in Hope.*