

AD SIZES & RATES

FULL PAGE - \$3,900/\$4,875
10" x 13" - 5 COL X 13"

PAGE 2 -
\$1,920/\$2,400
6" x 8" - 3 COL X 8

1/2 HORIZ. - \$2,600/\$3,250
10" x 6 1/2" - 5 COL X 6 1/2"

2 COLUMN TOWER - \$2,210/\$2,763
4" x 13" - 2 COL X 13"

1/2 VERT. - \$2,640/\$3,300
6" x 11" - 3 COL X 11"

1/4 VERT. - \$1,360/\$1,700
4" x 8" - 2 COL X 8"

1/4 HORIZ. - \$1,403/\$1,753
6" x 5 1/2" - 3 COL X 5 1/2"

1/2 HORIZ. - \$1,105/\$1,381
4" x 6 1/2" - 2 COL X 6 1/2"

1/2 VERT. - \$1,105/\$1,381
1 7/8" x 13" - 1 COL X 13"

1/8 VERT. - \$720/\$900
1 7/8" x 8" - 1 COL X 8"

1/8 HORIZ. - \$720/\$900
4" x 4" - 2 COL X 4"

1/8 HORIZ. - \$450/\$563
4" x 2 1/2" - 2 COL X 2 1/2"

1/8 VERT. - \$450/\$563
1 7/8" x 5" - 1 COL X 5"

1/16 HORIZ. - \$360/\$450
4" x 2" - 2 COL X 2"

1/16 VERT. - \$360/\$450
1 7/8" x 4" - 1 COL X 4"

Five columns to the page—tabloid size. No bleeds please.
Prices in purple indicate four-color price.

GENERAL ADVERTISING RATES

FOUR COLOR	1x	4x	7x	13x	26x	52x
Back Cover	\$5119	\$4863	\$4607	\$4351	\$4095	\$3839
Full page	\$4875	\$4631	\$4388	\$4144	\$3900	\$3656
Junior page	\$3500	\$3325	\$3150	\$2975	\$2800	\$2625
1/2 page vert	\$3300	\$3135	\$2970	\$2805	\$2640	\$2475
1/2 page horz	\$3250	\$3088	\$2925	\$2763	\$2600	\$2438
2 col. tower	\$2763	\$2624	\$2486	\$2348	\$2210	\$2072
Page 2	\$2400	\$2280	\$2160	\$2040	\$1920	\$1800
1/4 page horz	\$1753	\$1665	\$1578	\$1490	\$1403	\$1315
1/4 page vert	\$1700	\$1615	\$1530	\$1445	\$1360	\$1275
1/5 page	\$1381	\$1312	\$1243	\$1174	\$1105	\$1036
1/8 page	\$ 900	\$ 855	\$ 810	\$ 765	\$ 720	\$ 675
1/13 page	\$ 563	\$ 534	\$ 506	\$ 478	\$ 450	\$ 422
1/16 page	\$ 450	\$ 428	\$ 405	\$ 383	\$ 360	\$ 338
Col. inch	\$ 113	\$ 107	\$ 101	\$ 96	\$ 90	\$ 84

TWO COLOR	1x	4x	7x	13x	26x	52x
Back Cover	\$4505	\$4279	\$4054	\$3829	\$3604	\$3378
Full page	\$4290	\$4076	\$3861	\$3647	\$3432	\$3218
Junior page	\$3080	\$2926	\$2772	\$2618	\$2464	\$2310
1/2 page vert	\$2904	\$2759	\$2614	\$2468	\$2323	\$2178
1/2 page horz	\$2860	\$2717	\$2574	\$2431	\$2288	\$2145
2 col. tower	\$2431	\$2309	\$2188	\$2066	\$1945	\$1823
Page 2	\$2112	\$2006	\$1901	\$1795	\$1690	\$1584
1/4 page horz	\$1543	\$1466	\$1388	\$1311	\$1234	\$1157
1/4 page vert	\$1496	\$1421	\$1346	\$1272	\$1197	\$1122
1/5 page	\$1216	\$1155	\$1094	\$1033	\$ 972	\$ 912
1/8 page	\$ 792	\$ 752	\$ 713	\$ 673	\$ 634	\$ 594
1/13 page	\$ 495	\$ 470	\$ 446	\$ 421	\$ 396	\$ 371
1/16 page	\$ 396	\$ 376	\$ 356	\$ 337	\$ 317	\$ 297
Col. inch	\$ 99	\$ 94	\$ 89	\$ 84	\$ 79	\$ 74

BLACK & WHITE	1x	4x	7x	13x	26x	52x
Back Cover	\$4095	\$3890	\$3686	\$3481	\$3276	\$3071
Full page	\$3900	\$3705	\$3510	\$3315	\$3120	\$2925
Junior page	\$2800	\$2660	\$2520	\$2380	\$2240	\$2100
1/2 page vert	\$2640	\$2508	\$2376	\$2244	\$2112	\$1980
1/2 page horz	\$2600	\$2470	\$2340	\$2210	\$2080	\$1950
2 col. tower	\$2210	\$2100	\$1989	\$1879	\$1768	\$1658
Page 2	\$1920	\$1824	\$1728	\$1632	\$1536	\$1440
1/4 page horz	\$1403	\$1332	\$1262	\$1192	\$1122	\$1052
1/4 page vert	\$1360	\$1292	\$1224	\$1156	\$1088	\$1020
1/5 page	\$1105	\$1050	\$ 995	\$ 939	\$ 884	\$ 829
1/8 page	\$ 720	\$ 684	\$ 648	\$ 612	\$ 576	\$ 540
1/13 page	\$ 450	\$ 428	\$ 405	\$ 383	\$ 360	\$ 338
1/16 page	\$ 360	\$ 342	\$ 324	\$ 306	\$ 288	\$ 270
Col. inch	\$ 90	\$ 86	\$ 81	\$ 77	\$ 72	\$ 68

Payment must accompany artwork in case of first time advertisers.

CLASSIFIED ADVERTISING

1-3 times	\$1.75 per word/issue
4-6 times	\$1.50 per word/issue
7 or more times	\$1.25 per word/issue

Classified advertising, cash with order.

SPECIAL COSTS

Back Cover (10"x13"/5 col x 13")	\$4,095/\$5,119
Junior Page (7"x10"/3 1/2 col x 10")	\$2,800/\$3,500
Page 2 Ad (6"x8"/3 col x 8")	\$1,920/\$2,400
Column Inch (1 7/8")	\$90/\$113

Prices in purple indicate four-color price.

Inserts

Full Run	\$60 net/thousand
Bulk or Singles Run	\$65 net/thousand

Full Run Exclusive	\$75 net/thousand
Bulk or Singles Run Exclusive	\$80 net/thousand

Full Run No Competitor	\$65 net/thousand
Bulk or Singles Run No Competitor	\$70 net/thousand

*10,000 minimum

Inserts are subject to publisher's approval.

NO POSTAL INDICIA ACCEPTED

Maximum finished size: 10" X 6 3/4"

Additional set-up and zone rates may apply.

To allow for spoilage, send 56,700 for a full run, 25,000 for singles and 32,000 for bulk.

COMMISSIONS & DISCOUNTS

Agency Discount	15%
Vocation Discount	Earns highest frequency rate - 25%
Pro-Life Discount	Earns highest frequency rate - 25%

An insertion in one Our Sunday Visitor publication counts towards earning frequency discounts in all publications.

Cash Discount

For payments made within 10 days of billing date	2% net
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OSV.COM

Limited advertising space available on www.osv.com

Contact your advertising representative for details.



READERSHIP PROFILE

Our Sunday Visitor is published and distributed weekly, nationwide. It provides a timely analysis of issues in the media as well as a Catholic perspective on aspects of the Church. Each week, Our Sunday Visitor presents inspiring feature articles on individuals as well as special reports and analysis of events in the news. Regular features include articles about Catholic belief and practice, and editorial appraisal of current events.

- Paid circulation for each issue averages 55,000.
- 64% of subscribers are under the age of 60.
- 42% have household income of over \$80,000.
- 40% have children living at home.
- 80% spend more than \$25 on gifts of a religious nature.
- 73% read all or most OSV issues cover to cover.
- 63% go to Catholic reference material fairly or very often as a source for Catholic information.
- 69% go to the Internet fairly or very often as a source for Catholic information.
- 70% are somewhat or very involved in their parish or community.

PRINTING SPECIFICATIONS

PDF digital file format is preferred. Submit digital files via CD or email. (Please set distiller to "Press Quality" and check box to embed all fonts). Other digital formats accepted: EPS with embedded fonts, Illustrator EPS, Tiffs or JPEGs, InDesign and QuarkXPress files. Please include all images and fonts (screen and printer fonts) with InDesign and QuarkXPress files. Photos and art must have a resolution of 300 dpi. Ink density of ad should be below 300%. All transparencies should be flattened in final pdf. Please send or fax a printed copy of exact submitted digital file. *Publisher is not responsible for ad appearance if a hard copy does not accompany digital files.* Publisher can prepare your ad for a reasonable cost. Charges will vary, please contact your Advertising Account Executive.

SHORT RATES AND CREDITS

Advertisers will be short-rated if, within their 12-month contract period, they do not use the amount of space on which their billings have been based.

Advertisers will be credited if, within their 12-month contract period, they have run sufficient space to earn a lower rate. This policy applies to combination rates also.

PERSONNEL

Chairman of the Board - Bishop John M. D'Arcy, D.D., S.T.D.
Publisher - Greg Erlandson
Editorial Director - Beth McNamara
Editor - John Norton
Advertising Manager - Therese Calouette

Our Sunday Visitor

2009



The Largest National Catholic Newsweekly

Our Sunday Visitor is the best-selling national Catholic newsweekly. It provides timely analysis of news and trends, viewed through a Catholic lens. It also includes regular articles on Church belief and practice, and incisive editorials on current events.

Our Sunday Visitor

Bringing Your Catholic Faith to Life

www.osv.com

ADVERTISING STANDARDS

All copy subject to Publisher's approval. Any advertising deemed distasteful or unsuitable for a religious publication will not be accepted. Political and tobacco ads will not be accepted. Advertising for altar wines and liqueurs will be accepted.

ADVERTISING CONTACTS

800-348-2440
adsales@osv.com

Therese Calouette, Advertising Manager tcalouette@osv.com / x2578
Tricia Carl, Account Executive tcarl@osv.com / x2596
Adam Craig, Account Executive acraig@osv.com / x2570
Trudy Sterling, Account Executive tsterling@osv.com / x2512
Donna Geese, Classifieds dgeese@osv.com / x2526
Amanda Miller, Traffic amanda.nikole.miller@osv.com / x2544



200 Noll Plaza, Huntington, IN 46750
800-348-2440, ext. 5 • FAX: 260-359-0029
E-Mail: adsales@osv.com • Web Site: www.osv.com

GENERAL CONDITIONS

- A. As used in this section entitled "GENERAL CONDITIONS" the term "publisher" shall refer to Our Sunday Visitor.
- B. All insertion orders are accepted subject to provisions of our current rate cards. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- C. Advertisements are accepted upon the representation that advertisers and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- D. All contents of advertisement are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy. Advertorials are not accepted. Political, tobacco, or alcoholic beverage advertising will not be accepted. Mail-Order advertisers may be required to submit sample of items to be advertised.
- E. Advertisements not received by final closing date will not be entitled the privilege of O.K. or revision by advertiser or its agency.
- F. Cancellations or changes in orders may not be made by the advertiser or its agency after the reservation closing date.
- G. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- H. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- I. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.
- J. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- K. Publisher shall have no liability for errors in key numbers.
- L. Conditions other than rates are subject to change by publisher without notice.
- M. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.

2009 CLOSING DATES

ISSUE	SPACE CLOSING	COPY CLOSING	ISSUE	SPACE CLOSING	COPY CLOSING	ISSUE	SPACE CLOSING	COPY CLOSING
Jan. 4	Dec. 9	Dec. 16	Apr. 19	Mar. 24	Mar. 31	Aug. 2	July 7	July 14
Jan. 11	Dec. 16	Dec. 23	Apr. 26	Mar. 31	Apr. 7	Aug. 9	July 14	July 21
Jan. 18	Dec. 23	Dec. 30	May 3	Apr. 7	Apr. 14	Aug. 16	July 21	July 28
Jan. 25	Jan. 30	Jan. 6	May 10	Apr. 14	Apr. 21	Aug. 23	July 28	Aug. 4
Feb. 1	Jan. 6	Jan. 13	May 17	Apr. 21	Apr. 28	Aug. 30	Aug. 4	Aug. 11
Feb. 8	Jan. 13	Jan. 20	May 24	Apr. 28	May 5	Sept. 6	Aug. 11	Aug. 18
Feb. 15	Jan. 20	Jan. 27	May 31	May 5	May 12	Sept. 13	Aug. 18	Aug. 25
Feb. 22	Jan. 27	Feb. 3	June 7	May 12	May 19	Sept. 20	Aug. 25	Sept. 1
Mar. 1	Feb. 3	Feb. 10	June 14	May 19	May 26	Sept. 27	Sept. 1	Sept. 8
Mar. 8	Feb. 10	Feb. 17	June 21	May 26	June 2	Oct. 4	Sept. 8	Sept. 15
Mar. 15	Feb. 17	Feb. 24	June 28	June 2	June 9	Oct. 11	Sept. 15	Sept. 22
Mar. 22	Feb. 24	Mar. 3	July 5	June 9	June 16	Oct. 18	Sept. 22	Sept. 29
Mar. 29	Mar. 3	Mar. 10	July 12	June 16	June 23	Oct. 25	Sept. 29	Oct. 6
Apr. 5	Mar. 10	Mar. 17	July 19	June 23	June 30	Nov. 1	Oct. 6	Oct. 13
Apr. 12	Mar. 17	Mar. 24	July 26	June 30	July 7	Nov. 8	Oct. 13	Oct. 20

200 Noll Plaza, Huntington, IN 46750
800-348-2440, ext. 5 • FAX 260-359-0029

Our Sunday Visitor

2010

Jan. 3	Dec. 8	Dec. 15	Jan. 3	Dec. 8	Dec. 15
Jan. 10	Dec. 15	Dec. 22	Jan. 10	Dec. 15	Dec. 22
Jan. 17	Dec. 22	Dec. 29	Jan. 17	Dec. 22	Dec. 29
Jan. 24	Dec. 29	Jan. 5	Jan. 24	Dec. 29	Jan. 5
Jan. 31	Jan. 5	Jan. 12	Jan. 31	Jan. 5	Jan. 12