

## AD SIZES & RATES

CPM: Cost Per 1000 page views  
Minimum Order 10,000 page views



### Banner Ad

468x120 pixels - \$12.00 CPM



### Peninsula/Skyscraper

120x600 pixels - \$12.00 CPM

## AD SIZES & RATES



### Button/Side Tile

120x120 pixels - \$10.00 CPM

Rotation ads accepted-3 rotations maximum.

Banner Ad (468x120 pixels)	\$12.00 CPM
Peninsula/Skyscraper (120x600 pixels)	\$12.00 CPM
Button/Side Tile (120x120 pixels)	\$10.00 CPM

## CLASSIFIED ADVERTISING

1-3 weeks	\$1.75 per word/issue
1-6 weeks	\$1.50 per word/issue
7 weeks and up	\$1.25 per word/issue

All Classified advertising, cash with order.

Combination rates available with OSV Newsweekly and The Catholic Answer periodical.

## COMMISSIONS & DISCOUNTS

Agency Discount	15%
Vocation Discount	25%
Pro-Life Discount	25%

Cash Discount	
For payments made within 10 days of billing date	2%

## PROFILE

When compared to the national average, Catholic media consumers are:

- 167% more likely to have household incomes over \$150,000.
- 158% more likely to have four-year degrees, or more.
- 228% more likely to be in Owner/Partner/GM/VP/CEO career positions.
- 154% more likely to have active savings accounts.
- 133% more likely to own their homes.
- 200% more likely to dine out regularly.

Source: CARA Research, 2005

## DIGITAL SPECIFICATIONS

Ad materials preferred as GIF format, 72 dpi, RGB color. Files should be no larger than 10k. Please submit desired url address with each ad.

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.

## PERSONNEL

*Chairman of the Board* - Bishop John M. D'Arcy, D.D., S.T.D.  
*Publisher* - Greg Erlandson  
*Editorial Director* - Beth McNamara  
*Web Master* - Cathy Dee  
*Advertising Manager* - Therese Calouette

## CLOSING DATES

Space Reservation is 10 days prior to posting.  
Ad copy is due 7 days prior to posting.

## PAGE AVAILABILITY

[OSV Newsweekly](#)  
[Our Takes Daily](#)  
[OSV Newsweekly Current Issue](#)  
[OSV Newsweekly Past Issues](#)  
[OSV Advertising Information](#)  
[Classifieds Information](#)  
[Writer's Guidelines](#)

[The Catholic Answer](#)  
[Current Issue Page](#)  
[Last Month Issue Page](#)  
[Email Your Question](#)  
[TCA Question of the Day](#)  
[TCA Issues Online](#)  
[The Catholic Answer](#)

[The Priest](#)  
[Current Issue Page](#)  
[Last Month Issue Page](#)  
[The Priest Past Issues](#)  
[Email Your Question to The Priest](#)  
[Advertising Information](#)

[My Daily Visitor](#)  
[Current Issue Page](#)  
[Advertising Information](#)

[Grace In Action](#)  
[Take Out](#)

## 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.

## 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.

# OSV.com

## 2009



Bringing Your Catholic  
Faith to Life

## OurSundayVisitor

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

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