

## AD SIZES & RATES

**FULL PAGE BLEED-**  
\$2,010/\$2,513  
**BLEED SIZE:** 8 3/4" X 11 1/8"  
**TRIM SIZE:** 8 3/8" X 10 7/8"  
**LIVE IMAGE AREA:**  
7 7/8" X 10 3/8"

**FULL PAGE - \$2,010/\$2,513**  
7" X 10" - 3 COL X 10"

**2/3 VERT-**  
\$1,380/\$1,725  
4 1/8" X 10"  
2 COL X 10"

**2/3 HORZ. - \$1,449/\$1,811**  
7" X 7" - 3 COL X 7"

**1/2 VERT. -**  
\$1,065/\$1,331  
4 1/8" X 7 1/2"  
2 COL X 7 1/2"

**1/2 HORZ. - \$1,065/\$1,331**  
7" X 5" - 3 COL X 5"

**1/3 VERT. - \$730/\$913**  
2 3/8" X 10"  
2 COL X 10"

**1/3 SQUARE -**  
\$730/\$913  
4 3/8" X 5" - 2 COL X 5"

**1/3 HORZ. - \$375/\$469**  
4 1/8" X 2 1/2"  
2 COL X 2 1/2"

**1/3 VERT. - \$375/\$469**  
2 3/8" X 5" - 1 COL X 5"

## GENERAL ADVERTISING RATES

<b>FOUR COLOR</b>	1x	4x	6x
Back Cover	\$3176	\$2858	\$2541
Second Cover	\$2888	\$2599	\$2310
Third Cover	\$2888	\$2599	\$2310
Full Page	\$2513	\$2261	\$2010
2/3 Page Horz	\$1811	\$1630	\$1449
2/3 Page Vert	\$1725	\$1553	\$1380
1/2 Page	\$1331	\$1198	\$1065
1/3 Page	\$ 913	\$ 821	\$ 730
1/6 Page	\$ 469	\$ 422	\$ 375
Column Inch	\$ 94	\$ 84	\$ 75

  

<b>TWO COLOR</b>	1x	4x	6x
Back Cover	\$2795	\$2516	\$2236
Second Cover	\$2541	\$2287	\$2033
Third Cover	\$2541	\$2287	\$2033
Full Page	\$2211	\$1990	\$1769
2/3 Page Horz	\$1594	\$1435	\$1275
2/3 Page Vert	\$1518	\$1366	\$1214
1/2 Page	\$1172	\$1054	\$ 937
1/3 Page	\$ 803	\$ 723	\$ 642
1/6 Page	\$ 413	\$ 371	\$ 330
Column Inch	\$ 83	\$ 74	\$ 66

  

<b>BLACK &amp; WHITE</b>	1x	4x	6x
Full Page	\$2010	\$1809	\$1608
2/3 Page Horz	\$1449	\$1304	\$1159
2/3 Page Vert	\$1380	\$1242	\$1104
1/2 Page	\$1065	\$ 959	\$ 852
1/3 Page	\$ 730	\$ 657	\$ 584
1/6 Page	\$ 375	\$ 338	\$ 300
Column Inch	\$ 75	\$ 68	\$ 60

*Payment must accompany artwork in case of first time advertisers.*

## CLASSIFIED ADVERTISING

1 time	\$1.75 per word/issue
3 times	\$1.50 per word/issue
6 times	\$1.25 per word/issue

Classified advertising, cash with order.

## SPECIAL COSTS

Back Cover (See full page dimensions)	\$3,176
Second Cover/Third Cover (See full page dimensions)	\$2,888
Column Inch	\$75
<b>Inserts</b>	
Bind-In Inserts	\$60 net/thousand
Tip-On Inserts	\$75 net/thousand

Inserts are subject to publisher's approval.

**NO POSTAL INDICIA ACCEPTED**

Additional set-up and zone rates may apply.  
To allow for spoilage, send 46,000 total inserts.

## 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

This popular magazine continues to have strong growth in circulation due to its interactive readership! The Catholic Answer provides Catholics across the nation with solid answers to their questions about Catholic faith and practice, then helps them apply these insights to their personal lives. With feature articles and regular columns that are engaging, clear, and faithful to the teaching of the Church, each issue focuses on essential aspects of Catholic life: Scripture and Church teaching; sacraments and liturgy; heritage and traditions; moral issues and devotional practice; and everyday problems in the light of faith.

- Paid circulation for each issue averages 44,000.
- 66% of subscribers are under the age of 60.
- 40% have household income of over \$80,000.
- 45% have children living at home.
- 77% spend between \$25 and \$200 on gifts of a religious nature.
- 84% read most or all TCA issues cover to cover.
- 57% go to Catholic reference material fairly or very often as a source for Catholic information.
- 61% go to the Internet fairly or very often as a source for Catholic information.
- 68% are somewhat or very involved in their parish or community.

THE  
**CATHOLIC ANSWER**

Prices in purple indicate four-color price.

## 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

*Editor -* Paul Thigpen, Ph.D.

*Associate Editor -* York Young

*Advertising Manager -* Therese Calouette

## CLOSING DATES

<u>Issue</u>	<u>Space Closing</u>	<u>Copy Closing</u>
Jan/Feb	October 16	October 30
Mar/Apr	December 16	January 5
May/June	February 23	March 9
July/ Aug	April 17	May 1
Sept/Oct	June 19	July 6
Nov/Dec	August 21	September 7
Jan/Feb 10	October 15	November 3

## 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)

## 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.

## THE CATHOLIC ANSWER

# The Catholic Answer

2009



What the church teaches and why

This popular magazine continues to have strong growth in circulation due to its interactive readership! The

Catholic Answer provides Catholics across the nation with solid answers to their questions about Catholic faith and practice, then helps them apply these insights to their personal lives.

## OurSundayVisitor

Bringing Your Catholic Faith to Life

[www.osv.com](http://www.osv.com)