

## AD SIZES & RATES

**FULL PAGE BLEED-**  
\$940/\$1,175  
**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 - \$940/\$1,175**  
7" X 10" - 3 COL X 10"

**2/3 VERT. - \$745/\$931**  
4 1/16" X 10"  
2 COL X 10"

**2/3 HORZ. - \$777/\$971**  
7" X 7" - 3 COL X 7"

**1/2 VERT. - \$585/\$731**  
4 1/16" X 7 1/2"  
2 COL X 7 1/2"

**1/2 HORZ. - \$585/\$731**  
7" X 5" - 3 COL X 5"

**1/3 VERT. - \$410/\$513**  
2 3/16" X 10"  
2 COL X 10"

**1/3 SQUARE - \$410/\$513**  
4 3/16" X 5" - 2 COL X 5"

**1/3 HORZ. - \$215/\$269**  
4 1/16" X 2 1/2"  
2 COL X 2 1/2"

**1/3 VERT. - \$215/\$269**  
2 3/16" X 5" - 1 COL X 5"

## GENERAL ADVERTISING RATES

<b>FOUR COLOR</b>	1x	3x	6x	9x	12x
Back Cover	\$1895	\$1800	\$1706	\$1611	\$1516
Second Cover	\$1780	\$1691	\$1602	\$1513	\$1424
Third Cover	\$1780	\$1691	\$1602	\$1513	\$1424
Full page	\$1175	\$1116	\$1058	\$999	\$940
2/3 page horz	\$971	\$923	\$874	\$826	\$777
2/3 page vert	\$931	\$885	\$838	\$792	\$745
1/2 page	\$731	\$695	\$658	\$622	\$585
1/3 page	\$513	\$487	\$461	\$436	\$410
1/6 page	\$269	\$255	\$242	\$228	\$215
Column inch	\$54	\$51	\$48	\$46	\$43

  

<b>TWO COLOR</b>	1x	3x	6x	9x	12x
Full page	\$1034	\$982	\$931	\$879	\$827
2/3 page horz	\$855	\$812	\$769	\$726	\$684
2/3 page vert	\$820	\$779	\$738	\$697	\$656
1/2 page	\$644	\$611	\$579	\$547	\$515
1/3 page	\$451	\$428	\$406	\$383	\$361
1/6 page	\$237	\$225	\$213	\$201	\$189
Column inch	\$47	\$45	\$43	\$40	\$38

  

<b>BLACK &amp; WHITE</b>	1x	3x	6x	9x	12x
Full page	\$940	\$893	\$846	\$799	\$752
2/3 page horz	\$777	\$738	\$699	\$660	\$622
2/3 page vert	\$745	\$708	\$671	\$633	\$596
1/2 page	\$585	\$556	\$527	\$497	\$468
1/3 page	\$410	\$390	\$369	\$349	\$328
1/6 page	\$215	\$204	\$194	\$183	\$172
Column inch	\$43	\$41	\$39	\$37	\$34

*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)	\$1,895
Second Cover/Third Cover (See full page dimensions)	\$1,780
Four-color prices reflected	
Column Inch	\$43
<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 5900 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

A professional journal, The Priest is published and distributed nationwide. It is read primarily by priests and deacons, but can be used by anyone engaged in parochial ministry. Each issue presents commentary, viewpoints, and columns on issues of concern to priests either in their personal and spiritual lives, pastoral or ministry. Feature articles range from theology to scripture, ecumenism, pastoral ministry, social justice, finance and business, ministry of deacons, and psychology.

- Paid monthly circulation averages 5,700
- 65% are between the ages of 40-70
- 80% have been ordained at least 15 years
- 68% have subscribed to The Priest 5 years or more
- 84% spend 30-90 minutes reading each issue
- 45% save each issue for future reference
- 63% have schools associated with their parish
- 41% are involved with purchasing and selecting music for services
- 83% offer adult religious education programs
- 95% have parishes equipped with personal computers
- 72% have internet access
- 39% plan to take an overseas pilgrimage in the next 12 months
- 42% purchase 1-5 books annually

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* - Msgr. Owen F. Campion

*Associate Editor* - Murray W. Hubley

*Advertising Manager* - Therese Calouette

## CLOSING DATES

Issue	Space Closing	Copy Closing
January	October 15	October 31
February	November 10	November 26
March	December 11	January 2
April	January 21	February 6
May	February 18	March 6
June	March 17	April 2
July	April 21	May 7
August	May 19	June 5
September	June 16	July 2
October	July 21	August 6
November	August 18	September 4
December	September 16	October 2
January 10	October 14	October 29

## 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. Advertisements 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.

Our Sunday Visitor's  
**THE Priest**

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)

# The Priest

2009



Reach parish decision makers  
with The Priest magazine

A professional journal, The Priest is published and distributed nationwide. It is read primarily by priests and deacons, but can be used by anyone engaged in parochial ministry. Each issue presents commentary, viewpoints, and columns on issues of concern to priests either in their personal and spiritual lives, pastoral or ministry.

**Our Sunday Visitor**

Bringing Your Catholic Faith to Life

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