

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 HORIZONTAL
-\$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 VERTICAL
-\$2,600/~~\$3,250~~**
6" x 11" - 3 COL X 11"

**1/4 VERTICAL
-\$1,360/~~\$1,700~~**
4" x 8" - 2 COL X 8"

**1/4 SQUARE -
\$1,360/~~\$1,700~~**
6" x 5 1/2" - 3 COL X 5 1/2"

**1/5 VERTICAL
-\$1,105/~~\$1,381~~**
4" x 6 1/2" - 2 COL X 6 1/2"

**1/5 TOWER
\$1,105/~~\$1,381~~**
1 7/8" x 13" - 1 COL X 13"

1/8 VERTICAL - \$720/~~\$900~~
1 7/8" x 8" - 1 COL X 8"

1/8 SQUARE - \$720/~~\$900~~
4" x 4" - 2 COL X 4"

**1/13 HORIZONTAL
-\$450/~~\$563~~**
4" x 2 1/2" - 2 COL X 2 1/2"

**1/13 VERTICAL
-\$450/~~\$563~~**
1 7/8" x 5" - 1 COL X 5"

**1/16 HORIZONTAL
-\$360/~~\$450~~**
4" x 2" - 2 COL X 2"

**1/16 VERTICAL
-\$360/~~\$450~~**
1 7/8" x 4" - 1 COL X 4"

Five columns to the page—tabloid size. No bleeds please.

Prices in red indicate four-color price.

GENERAL ADVERTISING RATES

FOUR COLOR	1x	7x	13x	26x	52x
Back Cover	\$5119	\$4607	\$4351	\$4095	\$3839
Full page	\$4875	\$4388	\$4144	\$3900	\$3656
Junior page	\$3500	\$3150	\$2975	\$2800	\$2625
1/2 page	\$3250	\$2925	\$2763	\$2600	\$2438
2 col. tower	\$2763	\$2486	\$2348	\$2210	\$2072
Page 2	\$2400	\$2160	\$2040	\$1920	\$1800
1/4 page	\$1700	\$1530	\$1445	\$1360	\$1275
1/5 page	\$1381	\$1243	\$1174	\$1105	\$1036
1/8 page	\$ 900	\$ 810	\$ 765	\$ 720	\$ 675
1/13 page	\$ 563	\$ 506	\$ 478	\$ 450	\$ 422
1/16 page	\$ 450	\$ 405	\$ 383	\$ 360	\$ 338
Col. inch	\$ 113	\$ 101	\$ 96	\$ 90	\$ 84

TWO COLOR	1x	7x	13x	26x	52x
Back Cover	\$4505	\$4054	\$3829	\$3604	\$3378
Full page	\$4290	\$3861	\$3647	\$3432	\$3218
Junior page	\$3080	\$2772	\$2618	\$2464	\$2310
1/2 page	\$2860	\$2574	\$2431	\$2288	\$2145
2 col. tower	\$2431	\$2188	\$2066	\$1945	\$1823
Page 2	\$2112	\$1901	\$1795	\$1690	\$1584
1/4 page	\$1496	\$1346	\$1272	\$1197	\$1122
1/5 page	\$1216	\$1094	\$1033	\$ 972	\$ 912
1/8 page	\$ 792	\$ 713	\$ 673	\$ 634	\$ 594
1/13 page	\$ 495	\$ 446	\$ 421	\$ 396	\$ 371
1/16 page	\$ 396	\$ 356	\$ 337	\$ 317	\$ 297
Col. inch	\$ 99	\$ 89	\$ 84	\$ 79	\$ 74

BLACK & WHITE	1x	7x	13x	26x	52x
Back Cover	\$4095	\$3686	\$3481	\$3276	\$3071
Full page	\$3900	\$3510	\$3315	\$3120	\$2925
Junior page	\$2800	\$2520	\$2380	\$2240	\$2100
1/2 page	\$2600	\$2340	\$2210	\$2080	\$1950
2 col. tower	\$2210	\$1989	\$1879	\$1768	\$1658
Page 2	\$1920	\$1728	\$1632	\$1536	\$1440
1/4 page	\$1360	\$1224	\$1156	\$1088	\$1020
1/5 page	\$1105	\$ 995	\$ 939	\$ 884	\$ 829
1/8 page	\$ 720	\$ 648	\$ 612	\$ 576	\$ 540
1/13 page	\$ 450	\$ 405	\$ 383	\$ 360	\$ 338
1/16 page	\$ 360	\$ 324	\$ 306	\$ 288	\$ 270
Col. inch	\$ 90	\$ 81	\$ 77	\$ 72	\$ 68

Payment must accompany artwork in case of first time advertisers.

CLASSIFIED ADVERTISING

1 times	\$1.55 per word/issue
3 times	\$1.35 per word/issue
6 times	\$1.15 per word/issue
26 times	\$1.00 per word/issue
52 times	\$0.90 per word/issue

Classified advertising, cash with order, all rates net.

Color Screen 10% additional.

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 red indicate four-color price.

Inserts

Full Run	\$60 net/thousand
Full Run No Competitor	\$65 net/thousand

*10,000 minimum

Inserts subject to publisher's approval.

Additional set-up and zone rates may apply.

Max finished size 6 1/2" x 10 1/2". Please send inserts with no postal indicia and appropriate bar codes on Business Reply Cards.

COMMISSIONS & DISCOUNTS

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

An insertion in any 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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**Ask about our Archdiocese
of Philadelphia Edition!**



PRINTING SPECIFICATIONS

PDF digital file format is preferred. Submit digital files via 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.

Publisher can prepare your ad for a reasonable cost. Charges will vary, please contact your Advertising Account Executive.

PERSONNEL

Chairman of the Board - Bishop Kevin C. Rhoades

Publisher - Greg Erlandson

Senior Advertising and Circulation Manager - Therese Calouette

ADVERTISING CONTACTS

800-348-2440

adsales@osv.com

Therese Calouette,
Senior Advertising and Circulation Manager tcalouette@osv.com / x2578
Trudy Buffenbarger, Account Executive tbuffenbarger@osv.com / x2512
Bob King, Account Executive bking@osv.com / x2596
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Donna Geese, Classifieds dgeese@osv.com / x2526
Christy Drake, Traffic adtraffic@osv.com / x2544

PROMOTIONS

Promotions	Issue Date
Respect Life	January 19, 2014
Tribute to Pope Francis	March 9, 2014
Spring Vacations	April 6, 2014
Spring Colleges	April 27, 2014
Fall Colleges	September 7, 2014
Fall Vocations	October 5, 2014
Respect Life	October 19, 2014
Saints Supplement	November 2, 2014
Christmas Gift Guide	November 16, 2014

For space and copy closing dates please see reverse.

Ask about our print-serts.

2014

Our Sunday Visitor



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

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.

- 43.5% Male Readers
- 48.5% Female Readers
- 56.7% Married
- 48.6% Attended College
- 31.7% College plus/Post Grad
- \$69,382 Average Annual Income
- 56% Retired
- \$76 Average spent on religious material/year

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.

Ask about advertising in

The Priest
The Catholic Answer
My Daily Visitor
osv.com



200 Noll Plaza, Huntington, IN 46750
800-348-2440, ext. 5 • FAX: 260-359-6426
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.

2014 CLOSING DATES		2015	
ISSUE	SPACE CLOSING	ISSUE	SPACE CLOSING
Jan. 5.....	Dec. 10.....	Jan. 5.....	Dec. 10.....
Jan. 12.....	Dec. 17.....	Jan. 12.....	Dec. 17.....
January 19, 2014	Dec. 24.....	Jan. 19.....	Dec. 24.....
Repeat Life.....	Dec. 31.....	Jan. 26.....	Dec. 31.....
Jan. 26.....	Jan. 7.....	Feb. 2.....	Jan. 7.....
Feb. 2.....	Jan. 14.....	Feb. 9.....	Jan. 14.....
Feb. 9.....	Jan. 21.....	Feb. 16.....	Jan. 21.....
Feb. 16.....	Jan. 28.....	February 23, 2014	Jan. 28.....
Spring Colleges.....	Jan. 28.....	Spring Colleges.....	Jan. 28.....
Mar. 2.....	Feb. 4.....	Mar. 2.....	Feb. 4.....
March 9, 2014	Feb. 11.....	March 9, 2014	Feb. 11.....
Tribute to Pope Francis.....	Feb. 11.....	Tribute to Pope Francis.....	Feb. 11.....
Mar. 16.....	Feb. 18.....	Mar. 16.....	Feb. 18.....
Mar. 23.....	Feb. 25.....	Mar. 23.....	Feb. 25.....
Mar. 30.....	Mar. 4.....	Mar. 30.....	Mar. 4.....
April 6, 2014	Mar. 11.....	April 6, 2014	Mar. 11.....
Spring Vacations.....	Mar. 18.....	Spring Vacations.....	Mar. 18.....
Apr. 13.....	Mar. 25.....	Apr. 13.....	Mar. 25.....
Apr. 20.....	Apr. 1.....	Apr. 20.....	Apr. 1.....
Canonization.....	Apr. 8.....	Canonization.....	Apr. 8.....
May 4.....	Apr. 15.....	May 4.....	Apr. 15.....
May 11.....	Apr. 22.....	May 11.....	Apr. 22.....
May 18.....	Apr. 29.....	May 18.....	Apr. 29.....
May 25.....	May 6.....	May 25.....	May 6.....
June 1.....	May 13.....	June 1.....	May 13.....
June 8.....	May 20.....	June 8.....	May 20.....
June 15.....	May 27.....	June 15.....	May 27.....
June 22.....	June 3.....	June 22.....	June 3.....
June 29.....	June 10.....	June 29.....	June 10.....
July 6.....	June 17.....	July 6.....	June 17.....
July 13.....	June 24.....	July 13.....	June 24.....
July 20.....	July 1.....	July 20.....	July 1.....
July 27.....	July 8.....	July 27.....	July 8.....
Aug. 3.....	July 15.....	Aug. 3.....	July 15.....
Aug. 10.....	July 22.....	Aug. 10.....	July 22.....
Aug. 17.....	July 29.....	Aug. 17.....	July 29.....
Aug. 24.....	Aug. 5.....	Aug. 24.....	Aug. 5.....
Aug. 31.....	Aug. 12.....	Aug. 31.....	Aug. 12.....
September 7, 2014	Aug. 19.....	September 7, 2014	Aug. 19.....
Fall Colleges.....	Aug. 26.....	Fall Colleges.....	Aug. 26.....
Sept. 14.....	Aug. 26.....	Sept. 14.....	Aug. 26.....
Sept. 21.....	Sept. 2.....	Sept. 21.....	Sept. 2.....
Sept. 28.....	Sept. 9.....	Sept. 28.....	Sept. 9.....
October 5, 2014	Sept. 16.....	October 5, 2014	Sept. 16.....
Fall Vacations.....	Sept. 23.....	Fall Vacations.....	Sept. 23.....
Oct. 12.....	Sept. 30.....	Oct. 12.....	Sept. 30.....
October 19, 2014	Oct. 6.....	October 19, 2014	Oct. 6.....
Repeat Life.....	Oct. 13.....	Repeat Life.....	Oct. 13.....
Nov. 5.....	Oct. 20.....	Nov. 5.....	Oct. 20.....
Nov. 12.....	Oct. 27.....	Nov. 12.....	Oct. 27.....
Nov. 19.....	Nov. 3.....	Nov. 19.....	Nov. 3.....
Nov. 26.....	Nov. 10.....	Nov. 26.....	Nov. 10.....
December 3, 2014	Nov. 17.....	December 3, 2014	Nov. 17.....
Saints Supplement.....	Nov. 24.....	Saints Supplement.....	Nov. 24.....
Nov. 10.....	Nov. 30.....	Nov. 10.....	Nov. 30.....
Nov. 17.....	Dec. 7.....	Nov. 17.....	Dec. 7.....
Nov. 24.....	Dec. 14.....	Nov. 24.....	Dec. 14.....
November 16, 2014	Dec. 21.....	November 16, 2014	Dec. 21.....
Gift Guide.....	Dec. 28.....	Gift Guide.....	Dec. 28.....
Nov. 23.....	Dec. 28.....	Nov. 23.....	Dec. 28.....
Nov. 30.....	Dec. 28.....	Nov. 30.....	Dec. 28.....
December 7, 2014	Dec. 28.....	December 7, 2014	Dec. 28.....
Dec. 14.....	Dec. 28.....	Dec. 14.....	Dec. 28.....
Dec. 21.....	Dec. 28.....	Dec. 21.....	Dec. 28.....
Dec. 28.....	Dec. 28.....	Dec. 28.....	Dec. 28.....

For a list of Promotions please see reverse