

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

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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.

