

WEB ADVERTISING RATES & INFORMATION 2012

Reach thousands of Web-savvy Catholic viewers 24 hours a day through *Arkansas-Catholic.org*, the Internet home of the Diocese of Little Rock's weekly newspaper. The award-winning site brings fresh, timely news to readers in Arkansas and around the world.

CONTACT

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RATES AND SIZES

■ Home Page	Total Positions	Monthly* Cost
Wide Skyscraper (160 x 600 pixels)	1	\$ 199
Premium Button (160 x 125)	1	\$ 119
Button (160 x 125)	2	\$ 99
Tile (160 x 90)	2	\$ 79
Full Banner (468 x 60)	1	\$ 119

■ Inside/Run of Site (rotating)	Total Positions	Monthly* Cost
Leaderboard (728 x 90)	3	\$ 100
Wide Skyscraper (160 x 600)	3	\$ 100
Premium Button (160 x 125)	3	\$ 60
Button (160 x 125)	6	\$ 50
Tile (160 x 90)	6	\$ 40
Bottom Full Banner (468 x 60)	3	\$ 60

* Monthly cost shown includes 10% discount for annual contract. All rates are net and noncommissionable.

ADVERTISING CALENDAR

- Materials for date-specific postings must be received 10 working days before the requested posting date.
- For date-specific postings to be designed by *Arkansas Catholic* production staff, please allow 20 working days for design and proofing.
- Ads may be updated monthly at customer request.

TERMS AND CONDITIONS

- All web spots are available on a yearly, self-renewing contractual basis, billed monthly at the end of the month.
- Advertising is accepted only subject to the conditions on our standard ad agreement form. A signed agreement is necessary for all ads.
- Ads and links are subject to approval before posting.

Inside / Run of Site example (shows all sizes)



AD DESIGN AND PRODUCTION

Arkansas Catholic's production department is happy to help you prepare the perfect ad for the Web site for a nominal charge.

If you choose to create your own ad, please use the exact dimensions and follow these specifications.

- Remember, Web ads are a means to drive people to your Web site, like highway billboards. The fewer words, the more impact and the more likely they are to click through to your site.
- Please use a Web-safe color palette. For legibility, softer and lighter color ranges are recommended.
- Ad files must be sent as a ".JPG" or ".GIF" file not larger than 40 Kb, attached to an e-mail message.
- The customer must provide a Web address link for their ad when the order is placed or updated.
- Send ads and graphic files to eroberts@dolr.org.

www.

Arkansas
CATHOLIC
THE DIOCESE OF LITTLE ROCK WEEKLY NEWSPAPER

.org

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