

WEB ADVERTISING RATES & INFORMATION 2023

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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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 changed monthly at no extra charge.

RATES AND SIZES

Size (dimensions in pixels)	Positions	Monthly Rate	
		1-5 months	12 months
Home Page (exclusive)			
Premium Banner (468 x 60)	1	\$ 289	\$ 242
Premium Button (160 x 125)	1	157	141
Wide Skyscraper (160 x 600)	1	299	255
Button (160 x 125)	3	133	120
Tile (160 x 90)	2	108	97
Medium Rectangle (300 x 250)	1	249	211

Size (dimensions in pixels)	Positions	Monthly Rate	
		1-5 months	12 months
Inside/Run of Site (rotating)			
Premium Banner (468 x 60)	3	\$ 149	\$ 121
Premium Button (160 x 125)	3	79	71
Wide Skyscraper (160 x 600)	3	159	132
Button (160 x 125)	9	67	60
Tile (160 x 90)	6	54	49

Ask about more discounts available.

All rates are net and noncommissionable.

TERMS AND CONDITIONS

- All web spots are available on a yearly, self-renewing contractual basis, billed monthly at the end of the month. Early cancellation will result in upcharge to the earned rate.
- Advertising is accepted only subject to the conditions on our standard ad agreement form. A signed agreement is required.
- Ads and links are subject to approval before posting.

Home page example (shows all sizes)



AD DESIGN AND PRODUCTION

Arkansas Catholic's production team is happy to help you prepare your perfect website ad 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 for their ad to link to each time an order is placed or updated.
- Send ads and graphic files to mbrasfield@dolr.org.

www.

Arkansas
CATHOLIC
THE DIOCESE OF LITTLE ROCK WEEKLY NEWSPAPER

.org

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