

WEB ADVERTISING RATES & INFORMATION 2018

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 replaced monthly at customer request.

RATES AND SIZES

		Monthly Rate	
Size (dimensions in pixels)	Positions	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
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

More discounts available. All rates net and noncommissionable.

Home page example (shows all sizes)



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 required.
- Ads and links are subject to approval before posting.

AD DESIGN AND PRODUCTION

Arkansas Catholic's production department is happy to help you prepare the perfect ad for the website 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.



.org

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