

aSPIRE E-NEWSLETTER ADVERTISING INFORMATION 2023

aSpire is a fresh, free e-mail newsletter about the Catholic faith, Pope Francis and the Diocese of Little Rock. Each issue is brief, casual and entertaining — and sent only to subscribers who have specifically requested the newsletter.

The twice-monthly e-mail newsletter has more than 3,800 subscribers. The list as a whole has a 36 percent rate of opening the newsletter promptly and click-through rates up to 16 percent.

CONTACT

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RATES AND SIZES

■ Exclusive positions	Size (dimensions)	Available	Per-Issue Rate		
			1-11	12-23	24
	Button (160 x 125)	4	25	22	20
	Banner (560 x 90)	2	35	31	28

■ Design services are available for a nominal charge.

All rates are net and noncommissionable.

ADVERTISING CALENDAR

- The newsletter is sent on the second Friday and the last Friday of each month.
- Ad space reservations and artwork or materials are due on Monday, 12 days before the sending date.
- Ads may be updated at customer request. Please supply new ad materials at least two weeks ahead of the issue sending date.



TERMS AND CONDITIONS

- All ads are 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 publishing.

AD DESIGN AND PRODUCTION

Arkansas Catholic's production team is happy to help you prepare the perfect ad for aSpire for a nominal charge.

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

- Remember, digital ads are a means to drive people to your website, like highway billboards. The fewer words, the more impact and the more likely they are to click through to your site.
- Use a web-safe color palette. For legibility, softer and lighter color ranges are recommended.
- Ad files must be a ".JPG" or ".GIF" file not larger than 40 Kb, sent to us as an attachment 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 or graphic files to mbrasfield@dolr.org.



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