

# aSPIRE E-NEWSLETTER ADVERTISING RATES & INFORMATION 2018

**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 a thousand subscribers. The list as a whole has a 43 percent rate of opening the newsletter promptly — nearly triple the industry average — and an 7 percent click rate, more than double the industry average.

## CONTACT

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## RATES AND SIZES

Size (dimensions)	Available	Per-Issue Rate		
		1-11	12-23	24
Premium Button (160 x 125)	1	\$ 50	\$ 45	\$ 40
Button (160 x 125)	2	25	22	20
Banner (560 x 90)	1	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 department 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.
- You must provide a web address link for your ad when your order is placed or updated.
- Send ads or graphic files to [eroberts@dolr.org](mailto:eroberts@dolr.org).



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