

Print: National Catholic Register Newspaper, mailed bi-weekly

Paid Circulation: 37,500, a 65% increase since January 2011

Freq	Page	1/2 Page	1/4 Page	1/8 Page	Showcase	1"
1	\$6,300	\$3,150	\$1,575	\$788	\$300	\$50
3	\$5,544	\$2,772	\$1,386	\$693	\$275	\$44
6	\$5,292	\$2,646	\$1,323	\$662	\$260	\$42
12	\$5,040	\$2,520	\$1,260	\$630	\$245	\$40
18	\$4,410	\$2,205	\$1,103	\$551	\$230	\$35
26	\$3,780	\$1,890	\$945	\$473	\$215	\$30

Color charge: add \$450 / Inserts \$74 per 1,000 based on total print run

Digital: www.NCRegister.Com & Register Update Email

Over 2 Million Pageviews delivered monthly

Register Update Email reaches over 35,500 opt-in subscribers daily

Banners	Size	Price
Top Banner	728x90	\$8 / m
Bottom Banner	728x90	\$3 / m
Right Sidebar		
Right Sidebar A, B, C	300x250	\$8,5,3 / m
Sidebar Floater	300x250	\$6 / m
Footer Ad Bar		
All (A,B,C,D)	200x40	\$6 / m
Web Article Footers		
All News, Blogs, and Archives	468x60	\$4 / m
Web Job Board		
Job Posting	300 Words	\$100 / mo.
Daily Register Update E-Mail		
Newsletter Top Banner	468x60	\$110 / day
Newsletter Sidebar	150x150	\$500 / week
News Feed Advertorial	250 chars.	\$350 / day

Digital Volume Discounts: 300K+ 10%, 500K+ 20%, 750K+ 30%, 1M+ 40%

**Subscribers to the National Catholic Register** are Catholic opinion leaders who live their faith and encourage others to do the same. Mature, affluent and especially well educated (more than a third hold graduate degrees), they are an extraordinarily responsive, involved and culturally attuned audience. They have time for entertainment, travel and both intellectual and spiritual pursuits.

National Catholic Register Advertising • 870-559-3062 • jcosgrove@ewtn.com

## 2014 Editorial Calendar

Issue	Editorial Theme	Reserve By
Jan 12	Roe v. Wade/March for Life	Dec 20
Jan 26	Catholic Schools Week	Jan 3
Feb 9	Finances/Business Ethics/Tithing/The Economy	Jan 17
Feb 23	Lent/Children's Books	Jan 31
Mar 9	Books & Spiritual Gift Guide/Conversion stories	Feb 14
Mar 23	Summer Pilgrimages/Summer Camps/Travel	Feb 28
Apr 6	Holy Week/Vocations/Devotions/Conversion Stories	Mar 14
Apr 20	Easter/Divine Mercy	Mar 28
May 4	Mother's Day/Marian Devotions	Apr 11
May 18	The Arts/Memorial Day/Saints	Apr 25
Jun 1	Pentecost/Marriage/Relationships	May 9
Jun 15	Father's Day/Trinity Sunday/Corpus Christi	May 23
Jun 29	Youth Ministries/Independence Day	Jun 6
Jul 13	Healthcare/Bioethics/Wellness/Disabled Persons	Jun 20
Jul 27	Digital Media/Technology/Internet Resources	Jul 4
Aug 10	Homeschooling/Catechism	Jul 18
Aug 24	Campus Ministries/Catholic Schools	Aug 1
Sep 7	Annual College Guide	Aug 15
Sep 21	Confirmation/Vocational Discernment	Aug 29
Oct 5	Respect for Life/Marian Devotions/Rosary	Sep 12
Oct 19	All Saints/Mission Sunday/Holy Land Travel	Sep 26
Nov 2	All Souls/Heaven and Hell	Oct 10
Nov 16	Christmas Gift Guide/Catholic Veterans/Thanksgiving	Oct 24
Nov 30	Advent/Religious Life	Nov 7
Dec 14	Christmas/Last-minute gift guide	Nov 21
Dec 28	Look Back at 2014/Vocations/Higher Education	Dec 5

### ADVERTISING SHOWCASE THEMED SPECIALS

**Only \$300\***

- 4" x 4" Color Ad
  - Dedicated Section
  - Volume Discounts Apply
  - Art Design Available
- (A 40% Discount)

- Jan 12 • Pro-Life
- Feb 9 • Financial Services
- Feb 23 • Sacramental Gifts
- Mar 9 • Books & Gifts
- Mar 23 • Travel
- Apr 6 • Vocations
- Apr 20 • Music

- May 4 • Marian Products
- Jun 1 • Marriage/Family
- Jun 15 • Devotional Gifts
- Jul 13 • Health & Wellness
- Jul 27 • Web & Technology
- Aug 10 • Homeschool
- Sep 7 • Colleges

- Sep 21 • Vocations
- Oct 5 • Pro-Life
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