

AmericanCatholic.org Advertising Specifications

01-05-09



AmericanCatholic.org
 Donate to AmericanCatholic.org

Saint of the Day | Minute Meditations | Daily Catholic Question | Catholic News | Prayer Requests | Catholic Movie Reviews | Saints

St. Anthony Help Me Find...
 SEARCH FOR PRODUCTS **FIND**
 SEARCH FOR ARTICLES **FIND**

AMERICANCATHOLIC.ORG—A ROMAN CATHOLIC CHURCH SITE FROM THE FRANCISCANS

Advertise on America's Premier Catholic Web Site



*Evangelize,
Inspire
Inform*

Our Mission Statement

St. Anthony Messenger Press and Franciscan Communications seeks to spread the Word that is Jesus Christ in the style of Saints Francis, Clare and Anthony. Through print and electronic media marketed in North America and worldwide, we endeavor to **evangelize, inspire and inform** those who search for God and seek a richer Catholic, Christian, human life. Our efforts help support the life, ministry and charities of the Franciscan Friars of St. John the Baptist Province, who sponsor our work.

AmericanCatholic.org took its place on the Web in February 1996. Since that time, ACO has grown by offering reliable information on the Catholic and Christian faith.

AmericanCatholic.org consistently serves over 2 million page views per month, along with more than 667,000 unique visitors per month.

AmericanCatholic.org is America's premier Catholic Web site because, as the numbers above tell, for more than ten years ACO has built a premiere presence for reliable content and information about the Catholic and Christian faith.

AmericanCatholic.org is the home of the online editions of *St. Anthony Messenger*, *Catholic Update*, *Every Day Catholic*, *Scripture From Scratch*, and *Walking With the Saints*. Exclusive online Catholic features such as *Saint of the Day*, *Minute Meditations*, *Catholic Movie Reviews*, *Daily Catholic Question* along with timely seasonal and newsworthy features fill out the daily offerings from **AmericanCatholic.org**.

All online features are a service of St. Anthony Messenger Press and Franciscan Communications, Cincinnati, Ohio, U.S.A.

St. Anthony Messenger Press is one of America's largest publishers of popular, inspirational and educational Roman Catholic spirituality resources.

Both conduct their publishing ministry with the official ecclesiastical approval of the Roman Catholic Archbishop of Cincinnati.

Contact us today and find out how you can be a part of this consistent, growing and premiere Catholic Web Site, **AmericanCatholic.org**, a Roman Catholic Church Web site from the Franciscans. See page 4 for contact information.

Is print advertising a part of your campaign? Combination rates with web advertising are available.

Is direct mail a part of your campaign? Combination rates with web advertising are available.

DIGITAL FILE SPECIFICATIONS FOR USE ON THE INTERNET

Files must be exact ad size in pixels (72 pixels = 1 inch); ad sizes, shapes and possible locations are limited to those indicated at right and on the next page.

Ad format must be:

- 72 dpi (resolution).
- RGB or grayscale.
- saved in one of three file formats: **jpg**, for ads with screens, blends or photos; **gif**, for ads with solid color areas (can be animated); or **Flash files** with non-embedded url (.swf and .html).

- 50 K maximum file size.

Ads may be sent on CD or via email to FLimke@AmericanCatholic.org.

EXAMPLES

These sample pages show all possible ad sizes, shapes and locations available. Pages vary in length according to content.



HPO: Home Page Only



New Content/Seasonal



Non-Home-Page Run of Site



Run of Site

AmericanCatholic.org Advertising Rates and Specifications

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CPM: Cost per 1,000 page views

Examples of site pages with ads in position are shown on the previous page.

Ads are shown here 70% actual size.

DEADLINE: 5 business days prior to start date with materials furnished.

MINIMUM ORDER

\$600.00

WIDE RIGHT

FAR RIGHT

Rectangle
(180 x 150)
Non-Home-Page Run of Site:
\$12.00 CPM

Micro Bar
(88 x 31)
Run of Site:
\$12.00 CPM

CENTER COLUMN

Mid-Content Large Rectangle
(336 x 280)
(within page text,
approx. 1/3 down)
New Content/Seasonal:
\$12.00 CPM

Below-Content Large Rectangle
(336 x 280)
(below page text)
Non-Home-Page Run of Site:
\$12.00 CPM

Wide Skyscraper
(160 x 600)
Non-Home-Page
Run of Site:
\$12.00 CPM

Skyscraper
(120 x 600)
Home Page Only:
\$12.00 CPM

LOWER LEFT

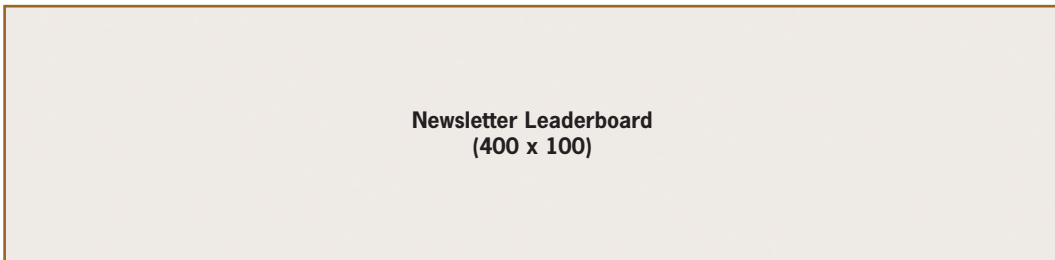
Left Floating Button
(120 x 90)
Run of Site:
\$12.00 CPM

Leader Board
(728 x 90)
Home Page Only: \$12.00 CPM

AmericanCatholic.org E-mail Newsletter Advertising

01-05-09

E-mail advertising engages your customers at a very personal level. AmericanCatholic.org e-mail blasts are 100% permission-based, with easy opt-out/opt-in features.



**Newsletter Leaderboard
(400 x 100)**

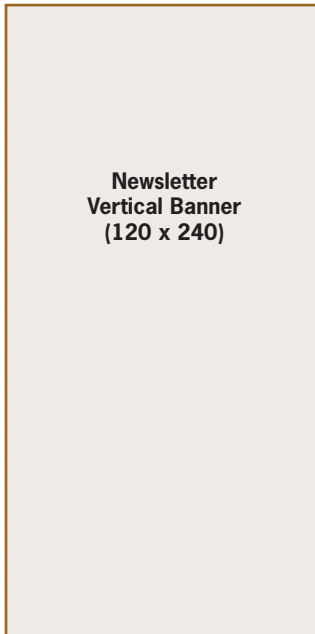
SAINT OF THE DAY. Our most popular Web feature is also a daily e-newsletter. Your ad appears Sunday through Saturday. Total monthly reach: 1,050,000.

CATHOLIC GREETINGS PREMIERE. These e-cards reach out to some thousands each month with a beautiful, spiritual message! Catholic Greetings Premiere e-newsletters are mailed 20 times yearly. Your ad would appear once a month. Total reach of the e-newsletter: 200,000 each month.

2009 E-MAIL BLASTS

FREQUENCY	IMPRESSIONS	TOTAL	PER MO.
1 month	1,250,000	\$ 773.00	\$ 773.00
3 months	3,750,000	\$ 1,096.00	\$ 366.00
6 months	7,500,000	\$ 1,791.00	\$ 299.00
12 months	15,000,000	\$ 2,976.00	\$ 248.00

Our **MINUTE MEDITATIONS** e-newsletter debuts Ash Wednesday, 2009. Don't miss out on the exciting "Inbox Edition" of one of our most popular web features.



**Newsletter Vertical Banner
(120 x 240)**

EXAMPLE OF POSITIONING



AmericanCatholic.org Super Sponsorships — 480,000 Impressions Per Month

Your choice of any one ad size to appear on **AmericanCatholic.org's** top two pages—*Saint of the Day* and *Minute Meditation*.
160 x 600, 180 x 150 or 336 x 280.

	TOTAL
4 weeks	\$ 2,957.00
13 weeks	\$ 5,861.00 <i>INCLUDES ONE FREE WEEK</i>
26 weeks	\$ 8,448.00 <i>INCLUDES TWO FREE WEEKS</i>
52 weeks	\$ 9,152.00 <i>INCLUDES FOUR FREE WEEKS</i>

AmericanCatholic.org Home Page Sponsorships — 181,000 Impressions Per Month

Your choice of any one ad size to appear on **AmericanCatholic.org's** home page.
120 x 600 or 728 x 90.

	TOTAL
4 weeks	\$ 1,116.00
13 weeks	\$ 3,234.00 <i>INCLUDES ONE FREE WEEK</i>
26 weeks	\$ 6,204.00 <i>INCLUDES TWO FREE WEEKS</i>
52 weeks	\$ 8,580.00 <i>INCLUDES FOUR FREE WEEKS</i>

AmericanCatholic.org Online Survey Results

More than 2,500 online visitors responded in March 2007 to an online 12-question survey.

Compare these numbers below to other Catholic Web sites and print publications and note that **AmericanCatholic.org** delivers a unique visitor for various online marketing needs:

Gender:

- 29% male
- 71% female

Age:

- 3% Under 18 years of age
- 9% 19-29 years of age
- 17% 30-39 years of age
- 23% 40-49 years of age
- 26% 50-59 years of age
- 16% 60-69 years of age
- 4% 70-79 years of age
- 2% 80+ years of age
- 83% live in the United States

Vocational status:

- 58% married
- 20% single, never married
- 11% separated or divorced
- 6% vowed religious
- 5% widowed

Educational Level:

- 6% currently enrolled at college or university
- 38% have a two- or four-year college degree
- 21% have a post-graduate degree
- 57% are interested in online learning programs

Annual Household Income (includes religious orders):

- 24% reported below \$20,000 income
- 24% reported \$20,000-\$40,000 income
- 14% reported \$60,000-\$80,000 income
- 9% reported \$80,000-\$100,000 income
- 4% reported \$100,000-\$120,000 income
- 5% reported \$100,000 + income

Religious Media Items purchased in the past 12 months:

- 75% religious music or audio CD
- 53% religious movie DVD or video
- 14% religious music or audio MP3 downloads

21% are planning or have purchased a travel vacation or pilgrimage.

24% have made an online donation in the last 12 months.

9% are considering becoming a priest, brother or sister.

CONTACT:

Fred Limke, Advertising Sales Director
FLimke@AmericanCatholic.org
1-800-488-0488 ext. 117

Peggie Jones, Advertising Sales Manager
PeggieJ@AmericanCatholic.org
1-800-488-0488 ext. 222

Mark Lombard, Web Business Development Director
MLombard@AmericanCatholic.org
1-407-366-2963

AmericanCatholic.org

28 W. Liberty St., Cincinnati, Ohio, 45202
Fax: 1-513-241-1197

St. Anthony Messenger Press includes:

St. Anthony Messenger Magazine • St. Anthony Messenger Press Books • Servant Books • Catholic Update • Every Day Catholic • Scripture From Scratch • Youth Update • Homily Helps • Weekday Homily Helps • Audio Products • Video • Catholic Update Video • Franciscan Communications • AmericanCatholic.org • FranciscanRadio.org • CatholicGreetings.org • OnceCatholic.org • Saint of the Day e-newsletter (accepts advertising) • Friar Jack's e-spirations e-newsletter • Catholic Sampler e-newsletter • Catholic Greetings Premier e-newsletter (accepts advertising) • Minute Meditations e-newsletter (accepts advertising)