

## Email Advertising

An ad in an *NCR* email is a low-cost, effective way to reach our engaged online audience. Email alerts are delivered to opted-in email subscribers, providing a built-in audience with interest around a particular theme.

Ads in *NCR* email alerts receive high click rates. Activity reports are provided.



Email ads include:

Micro button graphic ad

Ad size: 120 x 60 pixels

File format: jpeg

Maximum file size: 10K

Accompanying your ad is a short text description of your product or service (25 words or 125 characters maximum) with a link to your website.

Note: You can advertise in our emails with the short text and a link only (no graphic).

### Breaking news email:

- sent 3-5 times per week
- Cost: \$195/week  
\$150/week if you reserve 6 or more consecutive weeks

### Columnist emails:

- Sent throughout the week (see list below)
- Cost: \$100/week  
Reserve 6 or more weeks: only \$75/week  
Package three columnist emails to run together and receive \$70 off your order

Email ads are due the Thursday prior to the week your ad begins, 12 noon Central time.

**Please note:** Email ads are non-commissionable.

## Email Alerts

Email alerts are weekly except where noted.

- **Breaking News**  
The latest news from the *NCR* Newsroom: 42,000 recipients, sent 3-5 times per week
- **The Francis Chronicles**  
Twice-a-week updates on what Pope Francis is saying and doing: 12,500 recipients
- **Faith and Justice:** Fr. Tom Reese's weekly column. 6,300 recipients
- **Spiritual Reflections:** 18,300 recipients
- **The Peace Pulpit:** Bishop Tom Gumbleton's weekly homily. 14,600 recipients
- **NCR Book Club:** 11,100 recipients
- **Soul Seeing:** 9,500 recipients
- **Grace on the Margins:** Jamie Manson. 8,000 recipients
- **Eco Catholic:** 6,100 recipients
- **Young Voices:** 6,200 recipients

**Contact *NCR* advertising for information or to place an ad.**

Randy Raley, Advertising Director

Call: 1-800-444-8910, ext. 2238

Email: [rraley@ncronline.org](mailto:rraley@ncronline.org) [1]

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### Links:

[1] <mailto:rraley@ncronline.org>