

# Web Ad specs for CatholicAnchor.org

## **Catholic Anchor**

### **Publisher:**

Anchorage Archbishop Roger  
Schwietz

### **Editor:**

Joel Davidson

### **Assistant Editor**

Patricia Coll Freeman

The Catholic Anchor is the newspaper of the Archdiocese of Anchorage. It is mailed 12 times a year to roughly 11,000 families in Southcentral Alaska.

The mission of the Catholic Anchor is to provide a forum to help Catholics understand and assume their roles in the church in the modern world.

The Catholic Anchor is the primary means of communication for this large and well-connected community. It carries news, op-ed, letters and most advertising.

We appreciate your business. Please let us know how the Catholic Anchor can accommodate your advertising needs.

## **Advertising Contacts**

### **Sandy Busch**

Phone: (907) 297-7715

Fax: (907) 297-3885

catholicanchor@gci.net

## **Catholic Anchor**

225 Cordova St.,  
Anchorage, Alaska 99501

## **Dimensions & Rates**

*Please email web advertisements to  
catholicanchor@gci.net in the following dimensions.*

### **Ads appearing at the top corners of the website: \$190/month:**

- 400 pixels wide X 400 pixels high (5.33" wide X 5.33" high)
- Resolution should be 75 DPI or higher
- When adapted for the web, this ad will appear as 2" X 2" when seen at full size on the homepage. The ad will shrink to adapt to smaller screens.

### **Ads on the righthand side of the website: \$40/square inch/month:**

- 270 pixels wide X custom length(3.6"wide X custom length)
- Resolution should be 75 DPI or higher
- When adapted for the web, this ad will appear as 3" X custom height when at full size on the homepage. The ad will shrink to adapt to smaller screens
- Pricing examples:
  - 3" X 1" = \$120/month
  - 3" X 2" = \$240/month
  - 3" X 3" = \$360/month
  - (longer sizes are available)

FINAL COST: \_\_\_\_\_

Signed today, \_\_\_\_\_, by the Catholic Anchor  
account executive and by the advertiser.

\_\_\_\_\_  
(Account Executive)

\_\_\_\_\_  
(Advertiser or representative)

Company Name:

Address:

Phone/Fax: