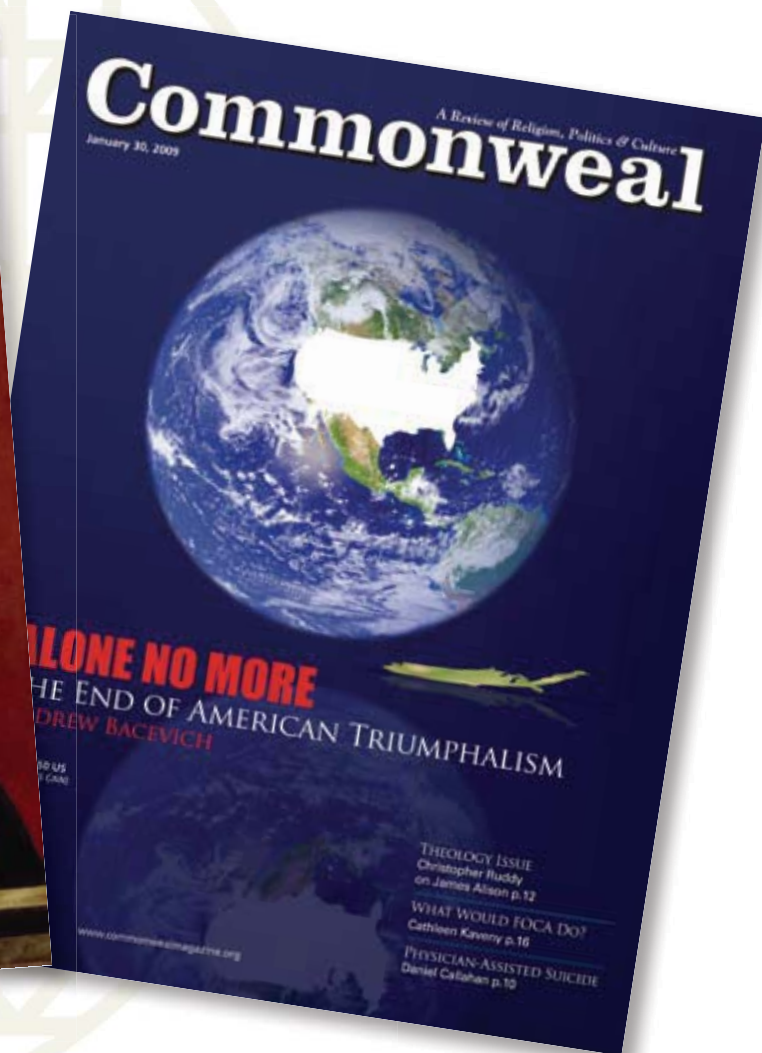


On Target in the Catholic Market:

Commonweal in 2010!



- Fourteen **Special Theme issues**
- Four **50% Bonus Circulation issues** to theology teachers and students
- **Generous discounts** for frequent advertisers
- Average paid circulation is **20,000**
- **35,000** unique visitors per month at www.commonwealmagazine.org
- Estimated total readership is **50,000**
- Special Print/Web package incentives available — **Contact us to learn more!**

Commonweal

475 Riverside Drive, Room 405 | New York, NY 10115 | Tel: (212) 662-4200 | Fax: (212) 662-4183

E-mail: ads@rothadvertising.com | Web: www.commonwealmagazine.org

2010 rates

Commonweal

Advertising Rates
Effective January 2010

Advertising orders and inquiries:

Roth Advertising Inc.
PO Box 96
Sea Cliff, NY 11579
Phone: (516) 674-8603 Fax: (516) 674-8606
E-mail (Dan): dan@rothadvertising.com
E-mail (Charles Jr.): ads@rothadvertising.com
E-mail (Charles): charles@rothadvertising.com

Ad materials and production questions:

Tiina Aleman, Production Editor
Commonweal Magazine
475 Riverside Drive, Room 405
New York, NY 10115
Phone: (212) 662-4200
Fax: (212) 662-4183
E-mail: tiina@commonwealmagazine.org

Commonweal is published every other Friday, and is in circulation 7 days before date of issue.
(See supplemental sheet for current issue dates and deadlines.)

Printing Specifications: Printing and binding: Web offset, saddle stitched. **Trim:** 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ".
Bleed ads: 8 $\frac{1}{4}$ " x 11". Column widths: 2-column page—3 $\frac{3}{8}$ " (20p6); 3-column page—2 $\frac{1}{4}$ " (13p6).
Halftones: 120-line screen.

Space	Size	Rates: 1-time	3-time	6-time	12-time
1 Page	7 x 9 $\frac{3}{8}$ " (7 x 10" accepted)	\$1,025	\$965	\$935	\$910
$\frac{2}{3}$ Page	4 $\frac{5}{8}$ x 9 $\frac{3}{8}$	805	760	730	705
$\frac{1}{2}$ Page Vertical	3 $\frac{3}{8}$ x 9 $\frac{3}{8}$ (two-column page)	730	680	660	645
$\frac{1}{2}$ Page Horizontal	7 x 4 $\frac{5}{8}$	680	635	625	605
$\frac{1}{2}$ Page Island	4 $\frac{5}{8}$ x 7	680	635	625	605
$\frac{1}{3}$ Page Vertical	2 $\frac{1}{4}$ x 9 $\frac{3}{8}$	520	490	470	450
$\frac{1}{3}$ Page Square	4 $\frac{5}{8}$ x 4 $\frac{5}{8}$	520	490	470	450
$\frac{1}{4}$ Page Vertical	3 $\frac{3}{8}$ x 4 $\frac{5}{8}$ (two-column page)	470	435	425	405
$\frac{1}{4}$ Page Horizontal	4 $\frac{5}{8}$ x 3 $\frac{1}{2}$	445	415	400	385
$\frac{1}{6}$ Page Vertical	2 $\frac{1}{4}$ x 4 $\frac{5}{8}$	335	315	305	295
$\frac{1}{6}$ Page Horizontal	4 $\frac{5}{8}$ x 2 $\frac{1}{4}$	335	315	305	295

Preferred Positions

Cover 4	\$1,215	\$1,145	\$1,115	\$1,070
Cover 2	1,170	1,100	1,065	1,030
Cover 3	1,100	1,040	1,005	970
Page facing Cover 3	1,075	1,005	980	945
Center Spread	2,160	2,035	1,975	1,905

Bleed on full page only—no additional charge. Rates include space and position only.

Inserts: Bound-in: \$1,915. Tipped-in: \$2,250. Inquire for production specifications.

Classified Advertising: \$1.20 per word, 3-line minimum. Discounts: 5%, 3 times; 10%, 6 times; 15%, 12 times. Roth Advertising, PO Box 96, Sea Cliff, NY 11579 or e-mail copy to Charles Roth Jr.: ads@rothadvertising.com. *All classified ads will also be listed on commonwealmagazine.org*

4-color process (any size ad)—first page: add \$250; 2nd page \$75. Color is noncommissionable.

Spot (process) color—first page: add \$60.

Format: Digital ads are required, PDFs preferred. All fonts must be embedded; B&W ads should have all color information removed. Typesetting services are available. For production questions contact Tiina Aleman, production editor, at tiina@commonwealmagazine.org or 212-662-4200.

Deadlines for ad space reservations and ad submissions: Please see supplemental sheet listing all issue dates and deadlines.

Online Advertising: commonwealmagazine.org reaches an additional 30,000+ unique readers each month. Banner advertisements are \$375/month (160x600 pixels) and \$325/month (300x250 pixels). .gif, .jpg, .png and Flash formats accepted; must be 60KB or less in file size. Ask about special rates on combination print/Web packages.



Commonweal

ISSUE AND CLOSING DATES: JANUARY – DECEMBER 2010

ISSUE DATE	SPECIAL FEATURES	SPACE RESERVATION AND COPY TO BE SET	AD MATERIALS DUE
2010			
January 15	Religion Booknotes*	December 8	December 14
January 29	Contemporary Theology**	January 5	January 11
February 12		January 19	January 25
February 26	Spirituality Issue	February 2	February 8
March 12	Religion Booknotes	February 16	February 22
March 26	Education Issue	March 2	March 8
April 9	Theological Books**	March 16	March 22
April 23	Summer Institutes	March 30	April 5
May 7	Spring Books	April 13	April 19
May 21		April 27	May 3
June 4	Religion Booknotes	May 11	May 17
June 18	Summer Reading	May 25	May 31
July 16		June 9	June 15
August 13		July 6	July 12
September 10	Religion Booknotes	August 10	August 16
September 24	Laity & Life of the Church**	August 31	September 7
October 8		September 14	September 20
October 22	Fall Books**	September 28	October 4
November 5		October 12	October 18
November 19		October 26	November 1
December 3	Christmas Books	November 9	November 15
December 17		November 23	November 29

*Lawrence S. Cunningham writes the "Religion Booknotes" feature.

**50% bonus circulation (Minimum 10,000) among theology teachers and students.

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Commonweal

An independent review of public affairs, religion, literature, and the arts,
which attracts leaders of opinion and presents timely comment
on political, social, cultural, and religious questions.
Edited and published by Catholic laypeople.

ADVERTISING RATES EFFECTIVE JANUARY 2010

Space contracts: Unless advance space contract is made for multiple insertions within 22 consecutive issues, the one-time rate will apply. No earned rate or rebates.

General: Rates subject to change upon notice, but contracts may be canceled at time of rate change without incurring short rate adjustment if contract has been earned up to this date.

Terms: Advertising orders are accepted on the basis of payment within 30 days of invoice date. Advance payment required for first-time advertisers and for non-U.S. advertisers. Invoices and tearsheets submitted upon publication.

Commission and discounts: Agency commission of 15% on gross is offered to recognized advertising agencies, provided payment is made within 30 days of invoice date. No cash discount. All color charges are noncommissionable.

Conditions: *Commonweal* reserves the right to decline advertising which it deems inappropriate. No cancellations after space reservation deadline.

Circulation: Nationwide and international distribution. Average Paid Circulation is 20,000. Estimated total print readership is 50,000. (Based on subscriber study and estimate of library-copy readership.) Web site readership is 30,000+ unique monthly visitors.

Special features: RELIGION BOOKNOTES, CONTEMPORARY THEOLOGY, SPIRITUALITY, THEOLOGICAL BOOKS, EDUCATION, SUMMER INSTITUTES, SPRING BOOKS, SUMMER READING, LAITY & LIFE OF THE CHURCH, FALL BOOKS, CHRISTMAS BOOKS.

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Commonweal readers are highly educated (67% have graduate or professional degrees). They have buying power (60% earn over \$75,000 a year). They are voracious readers (our most recent survey shows that 62% of *Commonweal* readers purchase 10 to 100 books per year—and 16% buy 30 books or more). 59% participated in at least one continuing education program in the previous three years, and another 18% expressed interest. 56% made at least one religious retreat during that time, while another 23% showed an interest in doing so.

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