

CATHOLIC NEW YORK

AMERICA'S LARGEST CATHOLIC NEWSPAPER

THE WEB DESTINATION FOR CATHOLIC NEW YORKERS!

A first-class website is essential to informing and educating the nearly 3 million Catholics in the Archdiocese of New York. We engage a broad audience with local and world news, original content, commentary video and slideshow presentations. This is especially important because research shows that publication websites are reaching a new, younger audience through a medium they use every day. We invite you to join us at www.cny.org.

Based on data from Google Analytics, our website delivered a monthly average of over 400,000 impressions for the branded messages in prominent positions rotating throughout our website. There are sizes available for your advertising budget and the ads link our visitors directly to the specific web address of your choice. You can provide your own graphics or we can help you create a high-quality web banner that will deliver your message with impact.

CNY.ORG WEB ADVERTISING RATES AND SIZES (effective through 12/31/2018)

| Name | Position | Pixels | 1 month | 6 months | 12 months |
|-------------|--------------|---------|-----------------|-----------------|-----------------|
| Skyscraper | R.O.S. | 300x600 | \$500 per month | \$450 per month | \$400 per month |
| Leaderboard | R.O.S. | 728x90 | \$450 per month | \$405 per month | \$360 per month |
| Rectangle | R.O.S. | 300x250 | \$400 per month | \$360 per month | \$320 per month |
| Sponsor Box | Section Page | 300x250 | \$300 per month | \$270 per month | \$240 per month |

The screenshot shows the Catholic New York website layout. On the left, a vertical Skyscraper ad (300 x 600) is highlighted. At the bottom, a horizontal Leaderboard ad (728 x 90) is highlighted. On the right side, a vertical Rectangle ad (300 x 250) and a vertical Sponsor Box ad (300 x 250) are highlighted. The website content includes news articles such as 'With New Feast Day, Catholics Get Chance To Celebrate, Think More About Mary', 'Ursuline Students Act to Address Venezuelan Food Crisis', and 'Dozens Killed in Protests as U.S. Embassy Inaugurated in Jerusalem'.

SPECIFICATIONS:

- Our website is designed to feature digital banner advertising in 3 standard IAB sizes (300 x 250, 300 x 600, 728 x 90).
- The layout is responsive and adapts to desktop, tablet and mobile screens.
- In order to serve the 728 x 90 Leaderboard ads to mobile devices, we also need a 300 x 250 Rectangle file, which will display better on the narrower screen without distortion.
- Rates are per month and client will be billed monthly.
- Web ad files can be submitted in jpg, gif, png, swf (multimedia flash) formats.
- Ads are placed on a Run of Site (ROS) rotating basis or in a fixed page position (Sponsorship) basis.
- All ads are subject to the publisher's approval.
- Artwork may be updated on a monthly basis.

MATTHEW E. SCHILLER

Advertising & Business Manager mschiller@cny.org 212.688.2399 x3125