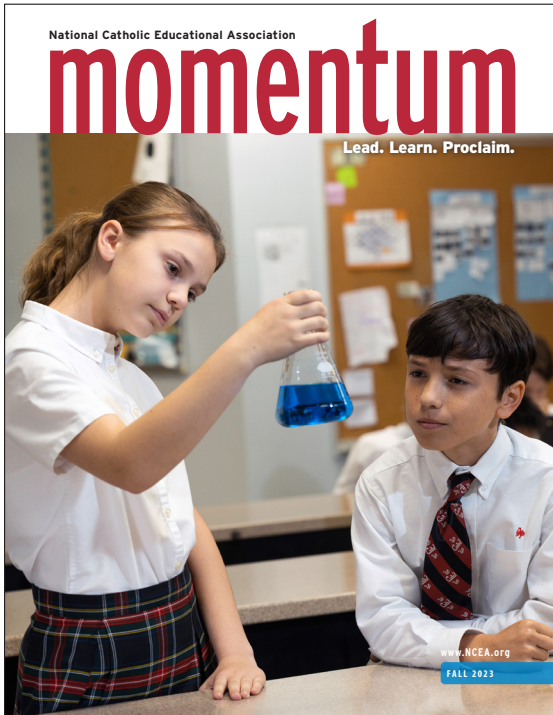


# ADVERTISE IN momentum

2024 Rates and Specs



## Elevate Your Brand with *Momentum* Magazine: Reaching Catholic Education Decision-Makers

Discover the perfect avenue to connect with influential leaders in Catholic education through *Momentum* magazine, the distinguished publication of the National Catholic Educational Association (NCEA). With a readership of administrators, teachers and education pioneers, *Momentum* offers an unparalleled platform to showcase your brand and offerings to a captivated and influential audience.

### About NCEA and *Momentum*

NCEA is the largest, private professional education association in the world. Its membership includes more than 150,000 educators serving nearly 1.7 million students in Catholic education.

*Momentum* embodies NCEA's mission theme of Lead. Learn. Proclaim. and is a quarterly publication delivering valuable news, insights and resources to NCEA members. As the primary resource for decision-makers in Catholic education, the magazine empowers education leaders to excel and contribute to the growth of Catholic education.

*Momentum* embraces the digital era, offering online access. This interactive platform enhances the reader experience. The digital issue is directly emailed to members, an exclusive benefit.

### Why Advertise with Us?

- **Broad Reach:** Advertising in *Momentum* grants access to an expansive audience of education leaders, including superintendents, principals, directors and influential members of education associations. Gain exposure to those shaping purchasing decisions and educational practices.
- **Precision Targeting:** Your ad receives prime placement, maximizing visibility among key decision-makers in Catholic school education. Reach your ideal audience effectively. (Specific position requests are available)
- **Value Alignment:** Advertising in *Momentum* associates your brand with NCEA's mission of promoting excellence in Catholic education. Showcase your commitment to developing future leaders and educators.
- **Heightened Visibility:** Elevate your brand's profile as a leading advocate for Catholic education. Gain recognition as a supporter of NCEA's pivotal mission.

### Key Stats

- 88% of *Momentum* readers possess direct purchasing influence, actively driving needs and approvals.
- *Momentum* boasts a dedicated readership, with nearly half consistently engaged for a decade or more.
- Readers deeply engage with each issue, ensuring a prolonged shelf life and repeated references.
- 85% of readers are actively involved in current and future technology purchases, making *Momentum* ideal for tech-focused advertisers.

### Partner with *Momentum*

Position your brand among Catholic education leaders. Advertise in *Momentum* magazine to access decision-makers shaping education's future. Garner unrivaled exposure, cultivate brand reputation, and demonstrate your commitment to educational excellence. Seize the opportunity to ride the momentum driving Catholic education forward. Advertise with *Momentum* today!



National Catholic Educational Association

200 North Glebe Road | Suite 310 | Arlington, VA 22203 | 800.711.6232 | [www.NCEA.org](http://www.NCEA.org)

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## 2024 Rates and Specs



2 Page Spread  
Full Bleed  
17" x 11.125"



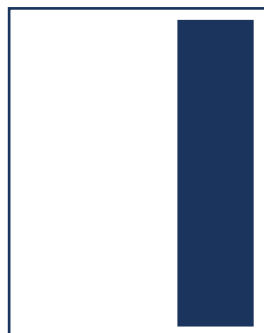
Full Page  
Live Space - 7.5" x 10"  
Full Bleed - 8.625" x 11.125"



1/2 page horizontal  
7.5" x 4.875"



1/3 page square  
4.625" x 4.875"



1/3 page vertical  
2.25" x 9.5"

Size	1x	2x	4x
2 Page	\$8,288	\$6,518	\$4,876
Full Page	\$4,723	\$3,741	\$2,829
1/2 Page	\$3,182	\$2,541	\$1,947
1/3 Page	\$2,376	\$1,918	\$1,488

**Note:** Pricing above is per issue and all advertising is now included in the digital version of *Momentum*.

### Covers (Full page only):

Position	1x	2x	4x
II - Inside Front	\$7,090	\$5,285	\$4,190
III - Inside Back	\$6,475	\$5,105	\$3,840
IV - Back	\$7,165	\$5,875	\$4,405

**Preferred Positions:** Page 5, Page 7 – Add 20%  
Other Guaranteed Positions: Add 10%

**Inserts:** Prices available upon request.

### Mechanical Requirements

Publication trim size: 8.375" x 10.875"  
Printed litho offset. Saddle stitch bind.

### For insertion orders, please contact:

**Jessica Roberts**

Email: [jroberts@ncea.org](mailto:jroberts@ncea.org)

Office: 800-711-6232

Mobile: 571-257-0031

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## 2024 Schedule

Issue	Insertion Order	Artwork	Mailing
Winter 2024	November 17	December 10	January 22
Spring 2024	February 26	March 18	April 15
Summer 2024	May 17	June 10	July 8
Fall 2024	August 16	September 10	October 14

Insertion orders, copy and special instructions needed by the insertion order date.  
Proof service requires copy to be submitted three weeks prior to insertion order date.

### Specifications:

- Digital Advertisements Accepted: Electronic ads must be submitted as composite PDFs only. Extra costs may be incurred if these files are not set up properly.
- Set up of PDFs: All PDFs must have images and fonts embedded. PDF files should be at least 1/8" larger on all four sides to accommodate for bleed, if necessary.
- Resolution: Embed images into a PDF at 300 dpi or higher. Save images as .eps or .tif formats.
- Color: All ads are full color. All embedded images must be CMYK format. Please do not use RGB images.
- Landing page URL for the digital version.

### Terms and Conditions:

1. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for all monies due and payable to the publisher.
2. The publisher reserves the right to exclude any advertisement that does not conform to the standards of NCEA.
3. Simulation of the publisher's design format is not permitted. Publisher reserves the right to place the word "advertisement" with copy that resembles editorial style.
4. No cancellations after the insertion order closing date. The forwarding of an insertion order shall be construed as acceptance of all rates and conditions as indicated on this form.
5. A complete copy of the issue will be mailed with each invoice. Invoices are processed within two (2) weeks of the issue mail date.

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## 2024 Digital Ads

### Digital Ad Sales Opportunities!

#### NCEA Weekly—The Weekly newsletter of NCEA

- NCEA Weekly is emailed to 33,000+ NCEA members and affiliates every week, typically on Fridays
- Open rates are typically between 35–40%
- The banner ad will appear between 35–40% down the email
- NCEA will provide advertisement analytics including open and click through rates at the end of the advertising cycle

#### Specs:

- Deadline for space reservation and delivery of art files/URL is 2 weeks before the cycle begins
- Art size: 650 x 168 pixels; JPG and PNG are the preferred formats
- Max file size 1 MB; No animated GIFs accepted
- Exclusive Sponsorship sold on a monthly basis
- Cost per month: \$2,500

#### For orders, please contact:

**Jessica Roberts**

Email: [jroberts@ncea.org](mailto:jroberts@ncea.org)

Office: 800-711-6232

Mobile: 571-257-0031



The Weekly Newsletter of the National Catholic Educational Association

### Last Call for Speaker Proposals: Be the Highlight at Together in Pittsburgh 2024 Conference!

You aren't too late! Sometimes deadlines are meant to be extended!

The call for speaker proposals for NCEA 2024, Together in Pittsburgh: Connections, Commitments, Community, April 2-4, 2024, now ends September 8!



Call for Proposals closes September 8!

NCEA 2024 PITTSBURGH  
APRIL 2-4

National Catholic Educational Association  
**2024 CONVENTION**  
April 2-4 | Pittsburgh, PA  
David L. Lawrence Convention Center

Learning Tracks this year include:  
Connecting With Community, Centered In Christ, Leading The Way, Characterized By Excellence, Serving All Students and Committing To a Successful Tomorrow.

Sessions should be 75 minutes and will be delivered in person. **The new submission deadline is September 8, 2023!** For Learning Track details, session requirements and to access the link to submit your session proposal, go to [NCEA Call for Proposals!](#)



As the Greeley Center celebrates their 20th year, we want to wish you a safe and successful school year. We are here to support and serve you. Contact us to set up a FREE consultation.



LOYOLA UNIVERSITY CHICAGO  
1870  
CORPUS MARIAE • DEL. GLORIAN  
Preparing people to lead extraordinary lives

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### ANNOUNCEMENTS

#### Maui Catholic Schools United In Faith and Hope



The Lahaina community devastated by wildfire on the Hawaiian island of Maui includes Sacred Hearts School. We continue to offer prayers for all those affected by this tragedy, including the deceased, injured and displaced, first responders and those offering aid and relief.

Catholic schools around the country are finding clever ways to raise money to donate to the rebuilding efforts for Sacred Hearts School. The Diocese of Peoria plans a Hawaiian Dress Up Day for a recommended donation of \$1 per student, and good old bake sales, pajama days, and readathons can't be far behind. Here is how you can help [support local recovery](#) efforts for our brothers and sisters in our Catholic school communities.



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