

Media Information



Listening to God's call
escuchar la llamada de Dios

¡OYE!

¡Hey, Listen Up!

The annual Hispanic Ministry Vocation and Volunteer Resource Guide.

Reach more than **100,000** Hispanic young adults with your ministry's mission & call to service by placing an ad in the 2010 **¡OYE!** VOCATION & VOLUNTEER RESOURCE GUIDE!

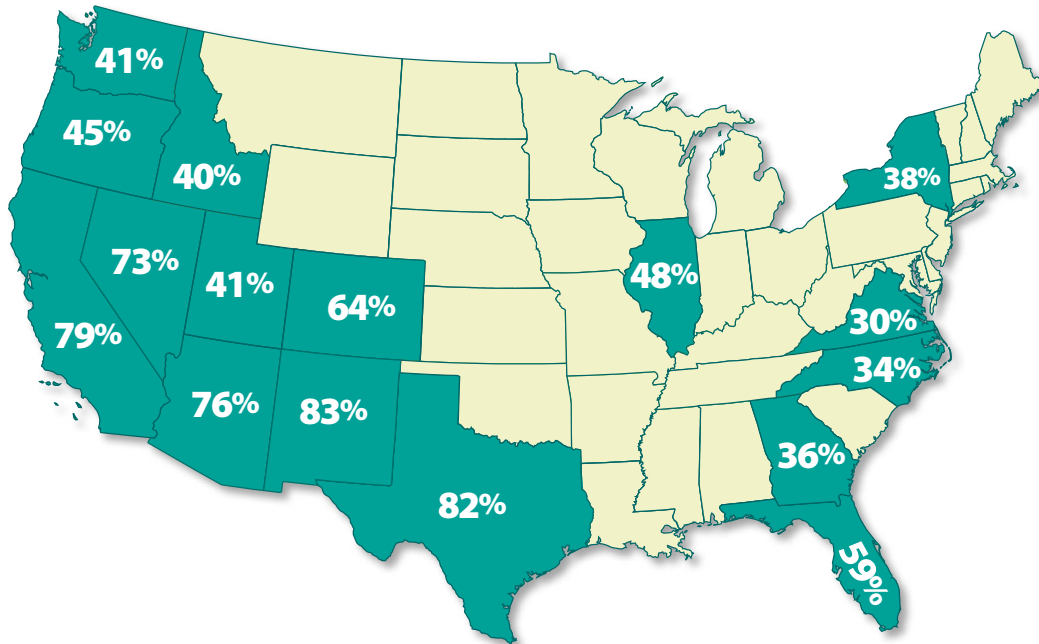
¡OYE! VOCATION & VOLUNTEER RESOURCE GUIDE not only poses the question of vocation and calling, but also walks young Hispanics through the earliest steps in the discernment process.

¡OYE! is published by Claretian Publications, publishers of the award-winning U.S. CATHOLIC magazine, and is distributed **FREE OF CHARGE** through campus and youth ministers, Catholic libraries, parishes, high schools and colleges throughout the United States and Puerto Rico.

¡OYE!'s unique bilingual format, bright colors & straightforward approach to the Lord's call on the lives of its young readers makes it a crucial part of any religious order's recruitment & discernment campaign.



Percentage of Catholic youth who are Hispanic in selected states



iOYE!

The annual Hispanic Ministry Vocation and Volunteer Resource Guide.



iOYE! publishes Friday, Aug. 7, 2009.

2010 Advertising Rates & Sizes

All rates are net.

\$8,400
\$8,800 - Spot color
\$9,000 - 4 color

2-page spread with bleed
• Live area 15" x 9.5"
• Trim size 16.25" x 10.875"
• Full-bleed size: 16.5" x 11.125"

\$4,400
\$4,700 - Spot color
\$4,900 - 4 color

Full-page bleed
• Live area 7" x 9.5"
• Trim size 8.125" x 10.875"
• Full-bleed size: 8.25" x 11.125"

Full-page bleed ads: All text and portions of illustrations that must not be trimmed off should be at least 3/8 of an inch inside the dimensions specified for the trim size; that is, within the live area.

\$4,400
\$4,700 - Spot color
\$4,900 - 4 color

Full page 7" x 9.5"

\$3,200
\$3,500 - Spot color
\$3,700 - 4 color

2/3-page vertical 4.625" x 9.5"

\$3,200
\$3,500 - Spot color
\$3,700 - 4 color

2/3-page horizontal 7" x 6.25"

\$2,500
\$2,800 - Spot color
\$3,000 - 4 color

1/2-page island 4.625" x 7"

\$2,500
\$2,800 - Spot color
\$3,000 - 4 color

1/2-page horizontal 7" x 4.625"

\$1,800
\$2,100 - Spot color
\$2,300 - 4 color

1/3-page vertical 2.25" x 9.5"

\$1,800
\$2,100 - Spot color
\$2,300 - 4 color

1/3-page square 4.625" x 4.625"

\$1,100
\$1,400 - Spot color
\$1,600 - 4 color

1/6-page vertical 2.25" x 4.625"

\$1,100
\$1,400 - Spot color
\$1,600 - 4 color

1/6-page horizontal 4.625" x 2.25"

Premium Positions

Back cover	\$6,000
Inside front cover	\$5,500
Inside back cover	\$5,100

Premium-position prices include four-color costs.

Other Rates

Spot color	\$300
Four-color process	\$500
Special-position requests	\$200

Translation Fees

Display Ad	\$25
Directory Listing	\$50

Directory Listing Only \$400

To purchase a 150-word directory listing only, the cost is \$400, and the listing will be included in both the English and Spanish directories. Submissions of more than 150 words will be charged an additional \$2 per word for inclusion. *Free with every display ad.*

Web Directory Ad Pick-Up \$150

If a picture is worth a thousand words, why not let iOYE! convert your print ad into a web-ready image and place it beneath your online iOYE! directory listings on the same screen for an additional \$150? Ask for more information when you place your display order today.

Advertising Design/Production Service

iOYE!'s production staff can help you design your ad at reasonable rates. Whether you're looking for ideas on how to communicate your message or just need help with the finishing touches, iOYE!'s creative team can bring your message to life! Call our advertising sales department, at 312/544-8205, for design-service costs.

Annual Internet Rates

iOYE! Web Ads

All pages

Top Banner

540 pixels x 60 pixels

\$2,500

Side Tile

180 pixels x 100 pixels

\$2,000

180 pixels x 100 pixels

SIDE TILE AD

540 pixels w x 60 pixels h

TOP BANNER AD

revistaoye.org • oyemagazine.org

Reach more than 100,000 Hispanic young adults with your ministry's mission & call to service by placing an ad in the 2010

iOYE! VOCATION & VOLUNTEER RESOURCE GUIDE!

2009 Deadlines for 2010 iOYE!

Wednesday, March 26

Lottery for Premium Positions

Monday, March 30

Space Reservation Deadline

Monday, April 20

Materials Deadline (For ads that iOYE! will design)

Friday, May 1

System-Ready Deadline (For completely designed ads)

Friday, Aug. 7

2010 iOYE! VOCATION & VOLUNTEER RESOURCE GUIDE publishes



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2010 iOYE! Advertising Contract

205 West Monroe Street, Chicago, Illinois 60606
 312/544-8205 • Fax: 312/768-4096
 ads@oyemagazine.org

Contact info

Advertiser name _____
 Contact name _____
 Address _____
 City/State/Zip _____
 Phone _____
 Fax _____
 E-mail address _____

Billing info

Bill to _____
 Contact name _____
 Address _____
 City/State/Zip _____
 Phone _____
 Fax _____
 E-mail address _____

Advertising Order Form

Please check all that apply. All rates are net.

Display Ad Sizes & Costs

- | | | | |
|---|---|---|--|
| Premium positions | <input type="checkbox"/> \$6,000 - Back Cover | <input type="checkbox"/> \$5,500 - Inside Front Cover | <input type="checkbox"/> \$5,100 - Inside Back Cover |
| 2-page spread w/bleed | <input type="checkbox"/> \$8,400 - B&W | <input type="checkbox"/> \$8,800 - Spot color | <input type="checkbox"/> \$9,000 - 4 color |
| Full page | <input type="checkbox"/> \$4,400 - B&W | <input type="checkbox"/> \$4,700 - Spot color | <input type="checkbox"/> \$4,900 - 4 color |
| | <input type="checkbox"/> Bleed | <input type="checkbox"/> No bleed | |
| 2/3-page horizontal - 7" x 6.25" | <input type="checkbox"/> \$3,200 - B&W | <input type="checkbox"/> \$3,500 - Spot color | <input type="checkbox"/> \$3,700 - 4 color |
| 2/3-page vertical - 4.625" x 9.5" | <input type="checkbox"/> \$3,200 - B&W | <input type="checkbox"/> \$3,500 - Spot color | <input type="checkbox"/> \$3,700 - 4 color |
| 1/2-page horizontal - 7" x 4.625" | <input type="checkbox"/> \$2,500 - B&W | <input type="checkbox"/> \$2,800 - Spot color | <input type="checkbox"/> \$3,000 - 4 color |
| 1/2-page island - 4.625" x 7" | <input type="checkbox"/> \$2,500 - B&W | <input type="checkbox"/> \$2,800 - Spot color | <input type="checkbox"/> \$3,000 - 4 color |
| 1/3-page square - 4.625" x 4.625" | <input type="checkbox"/> \$1,800 - B&W | <input type="checkbox"/> \$2,100 - Spot color | <input type="checkbox"/> \$2,300 - 4 color |
| 1/3-page vertical - 2.25" x 9.5" | <input type="checkbox"/> \$1,800 - B&W | <input type="checkbox"/> \$2,100 - Spot color | <input type="checkbox"/> \$2,300 - 4 color |
| 1/6-page horizontal - 4.625" x 2.25" | <input type="checkbox"/> \$1,100 - B&W | <input type="checkbox"/> \$1,400 - Spot color | <input type="checkbox"/> \$1,600 - 4 color |
| 1/6-page vertical - 2.25" x 4.625" | <input type="checkbox"/> \$1,100 - B&W | <input type="checkbox"/> \$1,400 - Spot color | <input type="checkbox"/> \$1,600 - 4 color |

\$ _____

Online Advertising

- Web directory ad pick-up \$150 \$ _____
 Annual top banner ad with rotation \$2,500 \$ _____
 Side tile ad with rotation \$2,000 \$ _____

Directory Listing Only

- Free with every display ad. \$400 \$ _____

Translation Fees

- Display ad \$25 \$ _____
 Directory listing \$50 \$ _____

Special-Position Request

- Specify special position: \$200 \$ _____

Design Service

- Call iOYE! for print and online design rates. \$ _____

Total Advertising Costs

- \$ _____
- Discounts**
- Early-Bird \$ _____
 Repeat Ad Material (\$ _____)
 Other Discount _____ (\$ _____)

Total Due

\$ _____

Advertising Materials

- Repeat Ad Material - Please use last year's iOYE! ad with no changes.
 I will send a system-ready PDF to iOYE! no later than Friday, May 1.
 I will send ad materials to iOYE! no later than Monday, April 20, and I will be billed by iOYE! for design services at rates agreed upon in advance.

Please place my iOYE! Directory Listing in the following category (check one):

- Communities of Women Religious
 Communities of Men Religious

Complimentary iOYE! copies

iOYE! will provide as many complimentary copies of the 2010 issue as you can use.

Please send me _____ copies of the 2010 iOYE! to the above:

- Contact address or Billing address
 Additional addresses/orders should be typed and faxed back with this order.

 (Name of Advertiser)

agrees to pay \$ _____
 (Total Due Amount)

for Advertising Space and/or a Directory Listing in the 2010 iOYE! VOCATION & VOLUNTEER RESOURCE GUIDE within 30 days of its publishing date of Friday, Aug. 7, 2009.

X
 Authorizing Signature _____ Date _____

Advertising Sales Manager, iOYE! _____ Date _____