

ADVERTISE IN momentum

2025 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!



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2 Page Spread
Full Bleed
17" x 11.125"



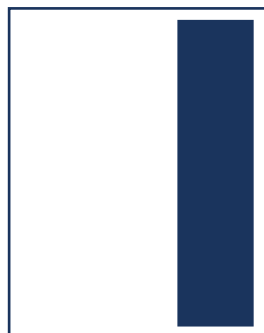
Full Page
Live Space - 7.5" x 10"
Full Bleed - 8.625" x 11.125"



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%

Note: When paying by credit card, a 5% transaction fee will be added to the invoice.

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

Office: 800-711-6232

Mobile: 571-257-0031

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2025 Schedule

Issue	Insertion Order	Artwork	Mailing
Fall 2024	August 16	September 10	October 14
Winter 2025	November 15	December 6	January 13
Spring 2025	February 24	March 17	April 14
Summer 2025	May 15	June 6	July 7
Fall 2025	August 15	September 9	October 13

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 emailed with each invoice. Invoices are processed within two (2) weeks of the issue mail date.
6. If paying for the ad with a credit card, a 5% transaction fee will be added to the total.

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2025 Digital Ads

Digital Ad Sales Opportunities!

NCEA Weekly—The Weekly newsletter of NCEA

- NCEA Weekly is emailed to 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

Office: 800-711-6232

Mobile: 571-257-0031

NCEA Weekly
The Weekly Newsletter of the
NATIONAL CATHOLIC
EDUCATIONAL ASSOCIATION

FRIDAY, JUNE 28, 2024

**CLS 2024
Keynote**

Don Fitzpatrick
Author of "The AI Classroom:
Teaching & Learning in the
Artificial Intelligence Revolution"

CLS 2024
CLS Keynote Announced!
Superintendents: Join us at CLS to hear from Dan Fitzpatrick, the acclaimed author of "The AI Classroom: Teaching & Learning in the Artificial Intelligence Revolution," as he shares invaluable insights on integrating AI into education. Recognized as a Tech Champion and a Top 30 K-12 Influencer, Dan's expertise and strategic vision have empowered over 42,000 educators worldwide. Don't miss this opportunity to learn from a leading innovator and thought leader who is revolutionizing the future of education. [Register now.](#)

RESOURCE
Sacred Listening Tools
As stewards of young souls, your role is pivotal in shaping students' spiritual journeys. The *Sacred Listening Tools Workbook for Catholic Educators*—created in collaboration with Hallow (the #1 Prayer app in the world!)—equips you not only with theoretical knowledge but also with practical wisdom to implement sacred listening effectively. [Log in now to download for FREE!](#)

Workshop for Catholic Educators

**Twenty-Second Annual
Education Law
Symposium**
July 11–14, 2024

LAW SYMPOSIUM
**Twenty-Second Annual
Education Law Symposium**

Your Ad Here