

Founded over one hundred years ago, Homiletic & Pastoral Review is one of the most well-respected pastoral magazines in the world. Priests and layman alike have relied on HPR for decades. HPR is edited by Father David Vincent Meconi, S.J., professor of patristic theology at St. Louis University. It features solid articles on every aspect of pastoral life and eloquent weekly sermons that illuminate through exposition of Scripture.

## Site and Visitor Statistics

Visits: 21,183 per month  
Page views: 13,558 per month  
Unique Visitors: 35,225 per month

## Art Specifications

- File formats: gif, jpg, animated GIFs and swf files
- 72 or 96 ppi (pixels per inch)
- Size at designated pixels for ad type as shown above
- Flash files must contain destination URL coded into the file
- Flash file must be set to open in a new window not in a pop-up
- Maximum animation :15 seconds
- Maximum 3 loops (total :15 seconds). Resting frame must be self-explanatory.
- Maximum file size 60k
- Flash 24 FPS
- Artwork must be changed every 30 days

Space reservation due 10 business days before launch. Payment due with order.

Files due 5 business days before launch. Send with copy of insertion order to:

[ads@carmelcommunications.com](mailto:ads@carmelcommunications.com)

The screenshot shows the website layout with several ad placements. On the left sidebar, there are three ad spots: a 'PREMIUM 300x250' ad, another 'PREMIUM 300x250' ad, and a 'STANDARD 300x250' ad. Below these is a 'STANDARD 300x250' ad. At the bottom left is a 'FOOTER 180x150' ad. The main content area features a search bar, a featured article 'On Addressing the Dignity of Man and Masculinity', and a list of 'NEW ARTICLES' including 'Homilies for September 2013', 'On Addressing the Dignity of Man and Masculinity', 'Preaching IN and TO a Post-Modern World', 'Orthodoxy and Doxology', 'Combating the Contraceptive Understanding of Celibacy', and 'The Heart of Hope'. There are also sections for 'RECENT & UPCOMING HOMILIES', 'RECENT HPR EDITORIALS', 'BOOK REVIEWS', and 'QUESTIONS ANSWERED'. A 'Donate to HPR' section is visible at the bottom left of the main content area.

### Insertion Order

All ads must be submitted in writing. The following information must be included with your order:

- Client Name, Address, Phone, Name of Contact, Email/Phone of Contact, Website
- Advertising Agency Name, Address, Phone, Name of Contact, Email/Phone of Contact, Website
- Order Date
- Product to be Advertised
- Flight Dates
- Number of months ordered
- Ad Size(s)
- Rate
- Number of Impressions Ordered
- Total Cost of Order (Budget)

### Submission

Submit ads via email to Lisa Wheeler of Carmel Communications at:

[ads@carmelcommunications.com](mailto:ads@carmelcommunications.com)

All ads are subject to approval. Banner ad design services are available for an additional fee.

### Payment

Payments are due with order. For multiple month orders, payment is due every 30 days after initial payment.

Checks made payable to:

Carmel Communications  
4651 Woodstock Road, Suite 208 #314  
Woodstock, GA 30075

### Cancellation Policy

Written notice 15 days in advance of cancellation date is required. If advertising was contracted against a monthly rate, client will be short-rated back to the open or monthly rate actually earned.

### Additional Questions

For all additional questions or needs, please contact Carmel Communications at (770) 591-0045.

