

aSpire is a fresh, free e-mail newsletter about the Catholic faith, Pope Francis and the Diocese of Little Rock. Each issue is brief, casual and entertaining — and sent only to subscribers who have specifically requested the newsletter.

The twice-monthly e-mail newsletter has more than 3,800 subscribers. The list as a whole has a 36 percent rate of opening the newsletter promptly and click-through rates up to 16 percent.

CONTACT

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RATES AND SIZES

Size (dimensions)	Available	Per-Issue Rate		
		1-11	12-23	24
Button (160 x 125)	4	25	22	20
Banner (560 x 90)	2	35	31	28

■ Design services are available for a nominal charge.

All rates are net and noncommissionable.

ADVERTISING CALENDAR

- The newsletter is sent on the second Friday and the last Friday of each month.
- Ad space reservations and artwork or materials are due on Monday, 12 days before the sending date.
- Ads may be updated at customer request. Please supply new ad materials at least two weeks ahead of the issue sending date.

Who inspires you?

Someone whose life is a fascinating example of embracing the faith and thriving even through trials? I'd like you to meet Susej Thompson. Her unique name is just the first thing you notice about this Catholic you want to know.

[Meet my friend Susej...](#)

SPONSORED

Button
160 x 125

SPONSORED

Button
160 x 125

DAVE SAYS

Secret money

I've never hidden debt from my husband, but I do hide money from him on occasion. I have been setting money aside for emergencies without his knowledge. We were never able to save much of anything before I started doing this, but recently ...

[Is it time to 'fess up?...](#)

SPONSORED

Banner
560 x 90

JULY DATEBOOK

- 13-14: [Peter's Pence](#) collection in all parishes
- 21-27: [Natural Family Planning Awareness Week](#)
- 26-28: [Catholic Charismatic Conference](#), Conway

[See more events](#)

QUOTE UNQUOTE

"I would pass his picture in the house and I would say little prayers to him for whatever our family's needs were at the time — the children, my with him."
— Melissa Villalobos of Chicago, on [her healing](#) and that of her unborn child, attributed to Blessed John Henry Newman

July aSpirations



- [This North Little Rock priest became a U.S. citizen](#)
- [A teacher and his wife open up about their struggle with infertility](#)
- [We meet the new director of Little Rock](#)

TERMS AND CONDITIONS

- All ads are billed monthly at the end of the month.
- Advertising is accepted only subject to the conditions on our standard ad agreement form. A signed agreement is necessary for all ads.
- Ads and links are subject to approval before publishing.

AD DESIGN AND PRODUCTION

Arkansas Catholic's production team is happy to help you prepare the perfect ad for aSpire for a nominal charge.

If you choose to create your own ad, please use the exact dimensions and follow these specifications.

- Remember, digital ads are a means to drive people to your website, like highway billboards. The fewer words, the more impact and the more likely they are to click through to your site.
- Use a web-safe color palette. For legibility, softer and lighter color ranges are recommended.
- Ad files must be a "JPG" or "GIF" file not larger than 40 Kb, sent to us as an attachment to an e-mail message.
- The customer must provide a web address for their ad to link to, each time an order is placed or updated.
- Send ads or graphic files to mbrasfield@dolr.org.



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