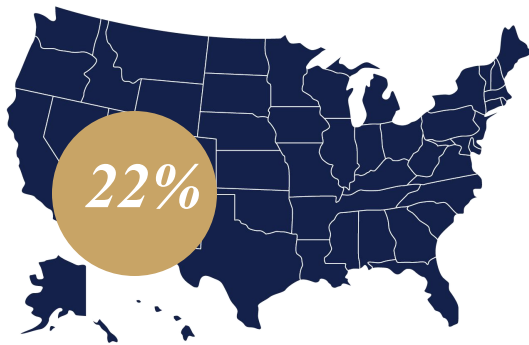


Aleteia

Nurturing the Catholic Life

Aleteia nurtures and inspires Catholic life through stories, advice and education. Our loyal audience counts on us for a unique and refreshing perspective on relationships, health, culture, travel, politics, society, spirituality and religion.



With **69.5 million** members, Catholicism is the largest religious body in the United States, comprising **22%** of the U.S. population.

ALETEIA BY THE NUMBERS



5.3 M

Average Monthly
Page Views



1.2 M

Average Monthly
Uniques



55 Y

Average Median
Age

FOLLOWERS AND FANS



340 K



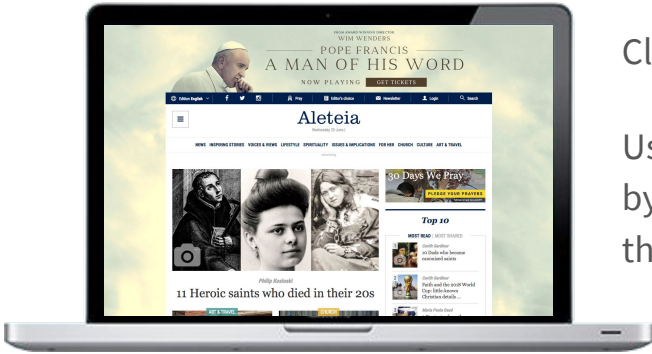
15 K



77 K

Aleteia

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Closely align your brand with Aleteia editorial.

Use your content or content developed exclusively by Aleteia's editorial team for brand building and thought leadership.

Sponsored Content	Content Partnership	Paid Content
Content is written, photographed or recorded, and edited by Aleteia journalists (or those approved by Aleteia). Advertiser has no influence on the content.	Content that is created in collaboration with an advertiser. We work closely with our advertisers to help tell their brand story through our Aleteia voice in a way that will be compelling to our audience.	Promotional content that is produced externally by or for advertisers, not by Aleteia staff journalists or designates/freelancers.
Price: \$	Price: \$\$	Price: \$\$\$

Ad Unit	Dimensions	Pricing	Rate	Notes
Video	960x720 (4:3 aspect)	vCPM	\$ 17.82	960x540 (16:9 aspect ratio), 15 sec, FLV, MPEG, MOV, AVI. Viewable video impression is 50% of the ad's pixels in view for a minimum of two seconds.
Leaderboard	728x90 / 320x50 / 320x100	CPM	\$ 6.93	Large format also available (970x250, 970x90). Mobile Leaderboard 320x50 or 320x100
Medium Rectangle	300x250	CPM	\$ 5.94	Large format also available (300x480, 300x600, 300x1050). All can run on mobile
Newsletter	300x600 / 970x250	FLAT	\$ 396/day	Newsletter sponsorship (100% SOV) Large format also available (300x1050) for half page ad. Marquee unit 970x250. "Best of Aleteia" Sunday high-engagement edition available.
Social Post	Text, Photo, Video	FLAT	\$ 79.20	Organic impressions estimated. Guaranteed impressions and incremental reach through social boosting available.
Sponsored Story	Text, Photo, Graphic, Video	FLAT	\$ 975	Free dependant upon project scope. Viewable native ads (vCPM) to promote stories estimated separately.
Wallpaper/Skin	Left and right image dimensions are 600x900. Top middle image 980x200 for skin.	CPM	\$ 30	Recommended safe text area of 120x600 on the very right of left skin and 120x600 on the very left of the right skin.
Welcome Ad	Desktop: 600x400 Mobile: 300x250	CPM	\$ 40	.gif, .jpg, .png, desktop can accomodate 800x500.