



Call or Click Today!

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cbservices.org/outreach

OutReach

A Christian Brothers Services Publication



**CHRISTIAN
BROTHERS**
SERVICES

Reaching the Leadership
in Today's Catholic
Organizations

Advertising Kit

Top Reasons to Advertise

OutReach is the twice-yearly magazine of Christian Brothers Services (CBS). CBS provides health, retirement, property/casualty benefits and coverages, in addition to technology and consulting services, for Catholic organizations both in the United States and Canada.

OutReach's audience is made up of the management and leadership of Catholic organizations that belong to one or more CBS program. The magazine delivers useful and interesting information on topics that are relevant and important to our members as leaders in today's Catholic organizations.

By partnering with Christian Brothers Services *OutReach* magazine, you will be able to target the customers you value most, in an active and trusted marketplace you need to be successful.

The Perfect Target Audience

Our circulation reaches the decision makers of Catholic organizations in the United States and Canada. We target a niche market of Catholic business administrators including provincials and bishops. Our *OutReach* readers are strong supporters of the Catholic community, as well as industry leaders who support a mission to serve.

Get Noticed

When you advertise in Christian Brothers Services *OutReach* magazine, your ad will be prominently placed among an array of informative articles that discuss market trends, cost-savings techniques, cutting-edge industry information, and more. The focus of *OutReach* creates an environment that allows you, as the advertiser, to build brand loyalty through a trusted marketplace.

Align Yourself with the Experts

The information published in *OutReach* is written by industry experts who have a wealth of knowledge our readership deems important and beneficial. Information that can be applied within their organization. The expert information published in *OutReach* magazine provides a foundation for trust, and a relationship that readers value and advertisers can leverage.

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OutReach Circulation by Occupation / Region / Organization



Circulation by Occupation

- 1 Senior Leadership - 44%
Leadership / Operations Management
- 2 Financial Leadership - 28%
Accounting / Financial Leaders / Treasurers
- 3 Managerial Leadership - 24%
Administrative / Human Resources
- 4 Other - 4%



Circulation by Region

- 1 Midwest - 37%
- 2 Northeast - 21%
- 3 Southeast - 20%
- 4 Southwest - 11%
- 5 West - 11%



Circulation by Organization

- 1 Dioceses / Parishes - 34%
- 2 Religious Institutes - 22%
- 3 Service Organization - 21%
- 4 Education - 19%
- 5 Retirement - 4%

Circulation 4,400

OutReach Advertising Guidelines/FAQ's

Who Finalizes *OutReach* Advertisers?

A committee including the Director of Business Development, Director of Communications and Chief Marketing Officer will oversee the process of finalizing advertisers to avoid potential conflicts with customers and ensure every ad adheres to Christian Brothers Services' mission and vision. For more information, contact Brian Page at brian.page@cbservices.org or call 630.378.3092.

What is the Ratio of Ads to Content?

Christian Brothers Services will strive to keep ads at about 25-33 percent of its *OutReach* publication. Exceptions may apply.

Are Discounts Available?

See rate sheet for packages and other special offerings.

Will My Ad Run if Payment Has Not Been Received Prior to Printing? No.

Is Comparative Advertising Acceptable?

Advertisements comparing products or services may not distort or exaggerate differences or otherwise create a false, deceptive or misleading impression. Comparative advertisements must comply with federal, state and local laws, Federal Trade Commission, television broadcast and other applicable guidelines, including the FTC Statement of Policy Regarding Comparative Advertising that may be found at: ftc.gov/bcp/policystmt/ad-compare.htm.

Are Contests and Sweepstakes Acceptable?

Absent special circumstances and approval from Christian Brothers Services, *OutReach* does not accept advertisements for contests and sweepstakes.

Are Endorsements and Testimonials Acceptable?

Advertisements containing endorsements or testimonials must represent the honest opinions and experience of the endorser, and may not contain claims that could not be substantiated if made by the advertiser. All endorsements and testimonials must comply with federal, state and local laws, Federal Trade Commission, television broadcast and other applicable guidelines, including the FTC Guides Concerning Use of Endorsements and Testimonials in Advertising that may be found at: ftc.gov/bcp/guides/endorse.htm.

Is Financial Advertising Acceptable?

Advertising for banks, funds, stocks, bonds, commodities, insurance, real estate, and other investments must disclose all material restrictions, risk factors and qualifications and must comply with federal, state, and local laws, Securities and Exchange Commission, television broadcast and other applicable guidelines, including, for instance, regulations promulgated by applicable professional or trade groups.

How are Controversial Issues Handled?

OutReach generally follows broadcaster policies, which often do not allow for advertisements about controversial topics. Political advertisements are often outside the prohibition against controversial issues advertising. Any political advertisements must comply with all federal, state and local laws, Federal Election Commission, television broadcast and other applicable guidelines.

Can Ads Solicit Funds?

As a general matter, in recognition of broadcaster policies, *OutReach* does not accept advertisements that solicit funds.

Is Superimposed Copy OK?

When superimposed copy is used, it must be displayed clearly and conspicuously.

Can the Word "New" be Used in *OutReach* Advertising?

Advertisers should only use the term "new" for a period of six months from the time a product or service is introduced.

Can any Claims of Safety, Effectiveness Equivalence or Superiority be Made? No.

Can Exculpatory Language be Used in *OutReach* Ads? No

Are Coupons or Discount Offerings Acceptable in *OutReach* Ads? No.

Does the Advertising Content Need to be Clearly Identifiable as an Advertisement? Yes.

Can URL's be Included in Ads in Content or Combined With a Logo? No.

What is Likely Not Appropriate in *OutReach* Advertising Content or Images? Ads will be reviewed on a case-by-case basis; however, in general, the following ad materials will likely be deemed inappropriate:

- Tobacco ads (cigarettes, cigars, pipes, chewing tobacco, etc.)
- Illegal drug advertisements (marijuana, etc.)
- Gambling (including state lotteries, sweepstakes and fantasy leagues)
- Graphic violence
- Liquor advertisements

Christian Brothers Services reserves the right to reject any ads for any reason.