

Advertising Rates

Four Color

	1 Time	3 Times	6 Times
Back Cover	\$1010	\$980	\$955
Inside Covers	900	875	850
1 page	795	770	745
2/3 page	585	560	530
1/2 page	425	400	370
1/3 page	320	290	265
1/6 page	160	145	130

Black and White

	1 Time	3 Times	6 Times
1 page	\$700	\$665	\$635
2/3 page	425	400	370
1/2 page	320	290	265
1/3 page	215	185	160
1/6 page	110	95	85

(2 color ads sent will be run in cyan as 2nd color—no run on press or special pms colors allowed.)

- Ad insertions placed prior to the effective date of this card will be billed at the rates in effect on the insertion date.

Graphics and Design:

Professional graphic design and layout of advertisements is available at a rate of \$80 per hour. Ten business days additional lead time required. **If ad submitted does not meet the specifications in this card, the design rate will be applied toward any time required to bring the ad up to specification.**

Classified Advertisements:

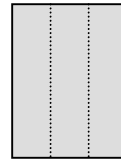
Contact Allan McLean, 678.825.1154

- 10 cents per character/space.
- Deadlines same as for display advertisements.

Terms and Commissions:

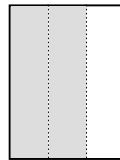
- Commission of 15% to recognized agencies.
- Advertising is billed the week of issue.
- Terms: net 30 days.

Advertisement Sizes and Shapes



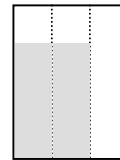
1 page

7 1/8 x 9 3/4 (live matter)
8 3/8 x 11 (bleed)



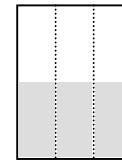
2/3 page

4 3/4 x 9 3/4



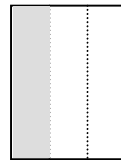
1/2 page vertical

4 3/4 x 7 1/2



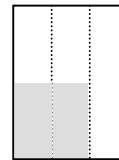
1/2 page horizontal

7 1/4 x 5



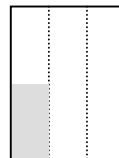
1/3 page vertical

2 1/4 x 9 3/4



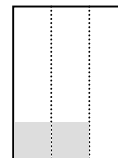
1/3 page horizontal (square)

4 3/4 x 5



1/6 page vertical

2 1/4 x 5



1/6 page horizontal

4 3/4 x 2 1/4

EQUIP

For Ministry

RATE CARD

Effective October 1, 2002

Presbyterian Church in America (PCA)
Christian Education & Publications

1700 North Brown Road, Suite 102
Lawrenceville, GA 30043
Phone 678.825.1100 / Fax 678.825.1101
cep@pcanet.org

The PCA is a reformed, evangelical denomination which affirms the system of theology presented in the Westminster Standards.

Equip for Ministry is the main resource ministry publication of Christian Education & Publications of the Presbyterian Church in America. Its prime directive is to better equip Christian Education leaders in local churches:

- Lay Leaders
- Women In the Church (WIC) Leaders
- Sunday School Leaders
- Pastors and Church Staff

Editor/Publisher:

Dr. Charles H. Dunahoo, Coordinator
 Christian Education & Publications
 Presbyterian Church in America

Advertising Manager: William Savage

Equip for Ministry
 1700 North Brown Road, Suite 102
 Lawrenceville, Georgia 30043
 Phone: (678) 825-1126
 Fax: (678) 825-1101
 email: cep@pcanet.org

Distribution

Equip for Ministry is provided to individual participants and supporters of CE&P's ministry

Church subscription plan - \$6.00 each, purchased in quantity (minimum 10)

Equip for Ministry is published bi-monthly.

Deadlines

<u>Issue</u>	<u>Insertion Deadline</u>	<u>Copy Deadline</u>
Jan/Feb	Nov 1	Nov 10
Mar/Apr	Jan 1	Jan 10
May/June	Mar 1	Mar 10
Jul/Aug	May 1	May 10
Sept/Oct	July 1	July 10
Nov/Dec	Sept 1	Sept 10

General Policies

All advertising is subject to the editor's approval. Ads of incorrect size, needing correction, or not suitable for publication will either be returned to the advertiser or be subject to modification charges.

Artwork or photos supplied to create an ad will be returned. Supplied composed film will be archived with the magazine and maintained for three years. It will be returned to the original advertiser or forwarded to another publication on a per cost basis upon request.

Indemnification

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the Presbyterian Church in America, the Committee for Christian Education and Publications, *Equip for Ministry*, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of an advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism. The publisher is not responsible for errors in key numbers, advertiser's index or coupon backup.

Format

Equip for Ministry is a 24-page periodical. Pages 2 through 4 and 21 through 24 are reserved for 4-color and black and white advertisements. Cyan may be utilized as an accent color on black and white ads if separations are provided.

Mechanical Requirements



- Printed by High Speed Web, sheet feed press.
- Publication trim size – 8 1/8 x 10 3/4
- All 4 color ads must be accompanied by a digital color-correct proof.
- Halftone screens should be 150-line for 4-color ads, and 133 lines for 2-color and black and white.

We can accept electronic files only. Files can be sent as ZIP files or on CD. They must be Mac formatted in Quark 4.0 or below, Adobe Illustrator, or Adobe PhotoShop. All fonts and support files must be included. If they are not included, the ad may be omitted from the magazine or additional charges will be incurred. We can also accept composed jpegs and print ready pdf files [see separate sheet for distiller settings]. Can be sent via email up to 3 megs: EquipAds@pcanet.org.

Due to the change in the way we receive ads, this will eliminate the need for us to ever make corrections on your ads. Any revision or correction must be submitted in electronic format before the submission deadline. **We no longer make these changes on your behalf.**

Size Specifications

We require a 1/8 inch bleed on all full bleed ads.

1 page:	7 1/8 x 9 3/4 (live matter)	
	8 3/8 x 11 (bleed)	
	<u>vertical</u>	<u>horizontal</u>
2/3 page:	4 3/4 x 9 3/4	
1/2 page:	4 3/4 x 7 1/2	7 1/4 x 5
1/3 page:	2 1/4 x 9 3/4	4 3/4 x 5
1/6 page:	2 1/4 x 5	4 3/4 x 2 1/4