

**Publication trim size . . . . 8.0 x 10.625**

**AD SIZES DIMENSIONS (W x H)**

Back cover (four-color) . . . . . 8.0 x 9.125  
 Ad dimensions including bleed: 8.5 x 9.375  
 1.5-inch space at top of page for mailing label  
 Full page . . . . . 8.0 x 10.625  
 Ad dimensions including bleed: 8.5 x 11.125  
 2/3 vertical . . . . . 4.6 x 9.125  
 1/2 horizontal . . . . . 7.0 x 4.5  
 1/3 square . . . . . 4.6 x 4.5  
 1/3 vertical . . . . . 2.125 x 9.375  
 1/4 horizontal . . . . . 4.6 x 3.5

**DIGITAL FILE REQUIREMENTS**

Ads must be submitted on CD or DVD, or by email (FTP transfer available on request). Preferred file formats: Press Ready PDF (best option), Adobe InDesign (CS1, CS2), QuarkXpress (v. 6), or Adobe Illustrator. JPEG, TIFF, OR BITMAP EPS FILES NOT RECOMMENDED. IF YOU USE THESE FORMATS, KEEP THE RESOLUTION AS HIGH AS POSSIBLE (600 PPI OR HIGHER.) Your type and graphics will be rasterized (converted from vector art to anti-aliased pixels) when submitting ads in bitmap format causing it to appear blurry and difficult to read. All images must be high-resolution (220 pixels per inch min. for color/grayscale images; 800 pixels per inch min. for monochrome line art). When submitting color ads, please convert all spot colors to CMYK process. Include printer and screen fonts or convert all type to paths. The publisher reserves the right to substitute fonts according to availability. Send a hard copy of your ad with the disk if possible.

**DISPLAY RATES**

Displayed rates are charged each time the ad is printed in *Ministry*. To receive the 12x rate, you can mix six of the 76,000 and six of the 16,500 circulation and then pay the 12x rate for each issue.

**Circulation 85,000  
 17,500 Adventists &  
 67,500 other denominations**

January•March•May•July•September•November

B&W	1x	3x	6x	12x
Full page	\$2,455	2,345	2,165	1,590
2/3 vertical	\$2,100	1,990	1,940	1,365
1/2 horizon.	\$1,720	1,605	1,495	1,135
1/3 square	\$1,175	1,060	945	795
1/3 vertical	\$1,175	1,060	945	795
1/4 horizon.	\$1,020	960	900	570

**4-Color 1x 3x 6x 12x**

Back cover	\$4,555	4,215	3,880	2,320
Full page	\$3,430	3,080	2,850	1,845
2/3 vertical	\$2,570	2,390	2,165	1,505
1/2 horizon.	\$2,170	2,065	1,950	1,165
1/3 square	\$1,465	1,350	1,195	965
1/3 vertical	\$1,465	1,350	1,195	965
1/4 horizon.	\$1,155	1,085	1,035	685

All prices in U.S. dollars

**ADVERTISING SCHEDULE**

**Issue Ads Due**

January . . . . . November 17  
 March . . . . . January 15  
 May . . . . . March 16  
 July . . . . . May 15  
 September . . . . . July 15  
 November . . . . . September 15

**Circulation 17,500  
 17,500 Adventist pastors & leaders**

February•April•June•August•October•December

B&W	1x	3x	6x	12x
Full page	\$730	675	630	500
2/3 vert.	\$500	490	480	380
1/2 horiz.	\$390	380	370	300
1/3 sq.	\$330	315	305	245
1/3 vert.	\$330	315	305	245
1/4 horiz.	\$260	255	235	170

**4-Color 1x 3x 6x 12x**

Bk cover	\$1,650	1,535	1,465	1,165
Full page	\$1,325	1,195	1,175	935
2/3 vert.	\$1,020	1,010	980	785
1/2 horiz.	\$930	820	750	595
1/3 sq.	\$675	650	625	500
1/3 vert.	\$675	650	625	500
1/4 horiz.	\$535	510	490	395

All prices in U.S. dollars

**ADVERTISING SCHEDULE**

**Issue Ads Due**

February . . . . . December 15  
 April . . . . . February 16  
 June . . . . . April 15  
 August . . . . . June 15  
 October . . . . . August 17  
 December . . . . . October 15

## CONTRACT REGULATIONS

**Approval**—All ads must be approved by the *Ministry* editorial office before acceptance.

**Rejection**—*Ministry* reserves the right, at any time and for any reason, to reject advertising or to cease to publish previously accepted advertising without rate penalty to the advertiser.

**Cancellations**—Cancellations will not be accepted after the closing date. Reserved space not canceled by closing date will be billed to the advertiser whether used or not.

**Late Material**—Advertisements not received by the ad due date may be subject to a \$50 penalty.

**Change of Copy**—If a new ad is not received by the ad due date, the last ad published will be inserted.

**Payment**—Payment is due within 30 days of invoice date. Any balance due after 60 days may incur a late fee of 2 percent per month until full payment is received. The advertiser will be responsible for any outstanding bill not paid by the agency.

**Liability of Error**—The publisher's liability for error will not exceed the cost of the ad space.

**Simulated Editorial Content**—All advertising simulating content must be headed with the notation "Advertisement." The font size of this notation must be 16 points or higher.

**Indemnification**—In consideration of the publication of an ad, the advertiser and/or agency will hold harmless and fully indemnify the publisher and the Seventh-day Adventist Church and all the officers and employees of these organizations from and against all claims, demands, suits, actions, expenses (including legal fees), and losses resulting from the publication of any advertisement, including but not limited to claims of suit or libel, invasion of privacy, copyright or trademark infringement, or plagiarism.

## AD SIZE REQUIREMENTS

All advertisements must conform to our regular schedule of advertising sizes. Ads needing to be resized to conform to the dimensions will be charged at prevailing production rates. Ads must be exactly sized. Ads needing adjustments of any kind will be subject to production charges.

## AD SUBMISSION INFORMATION

Address all correspondence to:

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