

Specifications and Requirements

DIGITAL FILE REQUIREMENTS

Ads must be submitted by email or file sharing utility (DropBox, GoogleDrive, or similar).

Preferred file formats:

- ◆ **Press Ready PDF (best option)**
- ◆ Adobe InDesign (up to CC2018)
- ◆ Adobe Illustrator (up to CC2018)

ADS PREPARED AS JPEG, TIFF, AND BITMAP EPS FILES ARE NOT RECOMMENDED. IF YOU MUST USE THESE FORMATS PLEASE KEEP YOUR RESOLUTION AS HIGH AS POSSIBLE

Technical considerations:

- ◆ All images must be high resolution (300 pixels per inch minimum for color/grayscale images; 800 pixels per inch minimum for monochrome line art).
- ◆ Please convert all spot colors to CMYK process.
- ◆ Include printer and screen fonts with your files or convert all type to paths. Otherwise, the publisher reserves the right to substitute fonts according to availability.

WEB ADS \$300 for a 3-month period	Recommended Maximum Initial Download File weight	Recommended Animation Length (Seconds)
600 x 500 PIXELS (Medium Rectangle)	100K	:15
360 x 300 PIXELS (Rectangle)	100K	:15
320 x 1200 PIXELS (Wide Skyscraper)	100K	:15
1456 x 180 PIXELS (Leaderboard)	100K	:15

DIGITAL ONLY ADS

For pricing on digital-only ads in the digital version of *Ministry*, contact us.

MINISTRY IS A PROFESSIONAL JOURNAL FOR PASTORS WITH A THREE-FOLD PURPOSE TO:

1. Deepen the spiritual life of the pastor
2. Develop intellectual strength through a careful study of the Bible and topics related to pastoral ministry
3. Provide practical instruction in pastoral and evangelistic ministry

CONTACT INFORMATION

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For maximum exposure submit one ad in each size. Reach up to 100,000 a month with web ads!

Ministry®

International Journal for Pastors



Advertising Rate Guide 2022

A magazine ministering to clergy of all faiths.

Advertising Pricing Guide

All advertising is full color

PREACH EDITION (odd months)

65,000 circulation (including 49,000 other denominations)

PREACH	1 TIME	3 TIMES	6 TIMES	12 TIMES
Back cover	\$4,215	\$3,880	\$2,320	\$2,050
Full Page	\$3,080	\$2,850	\$1,845	\$1,550
2/3 Page (Vertical)	\$2,390	\$2,165	\$1,505	\$1,195
1/2 Page (Horizontal)	\$2,065	\$1,850	\$1,165	\$985
1/3 Page	\$1,350	\$1,195	\$965	\$850
1/4 Page (Horizontal)	\$1,085	\$1,035	\$685	\$550

REGULAR EDITION (even months)

16,000 circulation (Adventist pastors and leaders)

ADVENTIST	1 TIME	3 TIMES	6 TIMES	12 TIMES
Back cover	\$1,610	\$1,540	\$1,225	\$995
Full Page	\$1,255	\$1,235	\$980	\$895
2/3 Page (Vertical)	\$1,060	\$1,030	\$825	\$765
1/2 Page (Horizontal)	\$860	\$790	\$625	\$595
1/3 Page	\$685	\$655	\$525	\$490
1/4 Page (Horizontal)	\$535	\$515	\$415	\$390

BONUS: Receive 3 months of free web ad exposure for every print ad booked

MAGAZINE TRIM SIZE

8" width x 10.625" height

AD DIMENSIONS (W X H)

Back cover 1.5-inch space at TOP of page for mailing label	8.0" x 9.125" trim 8.5" x 9.375" with bleed
Full Page	8.0" x 10.625" trim 8.5" x 11.125" with bleed
2/3 Page (vertical)	4.25" x 8.875"
1/2 Page (horizontal)	6.5" x 4.5"
1/3 Page	rectangular = 4.25" x 4.5" vertical = 2" x 8.875"
1/4 Page (horizontal)	4.25" x 3.5"

AD DUE DATES

Generally, ads are due 60 days prior to the issue month (or closest business day), therefore:

ISSUE DATE	Due Date
March 2022	January 3, 2022
April 2022	February 1, 2022
May 2022	March 1, 2022
June/July 2022	April 4, 2022
August 2022	June 1, 2022
September 2022	July 5, 2022
October 2022	August 1, 2022
November 2022	September 1, 2022
December 2022	October 3, 2022
January 2023	November 1, 2022
February 2023	December 1, 2022

Print Insertions Pricing Guide

BLOWN-IN CARDS

STITCHED-IN CARDS

ENVELOPES

4 PAGE INSERTS

CONTACT US FOR PRICING

GENERAL INFORMATION

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.

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.

Cancellations will not be accepted after the advertising due date. Reserved space not canceled by this date may be billed to the advertiser, whether used or not.

Billing – Invoices are produced after the publication of each pertaining issue and forwarded with a tear sheet of the ad and copies of the issue.

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