

Advertising Sales Office:

Axis Print Media, Inc., 5 Old Center Road, Deerfield, NH 03037

(T) 888-829-2947

(F) 603-463-5621

## 2007 Advertising Rates and Production Requirements

### About Us

**PUBLICATION:** published bi-monthly

**CIRCULATION:** 10,000 copies per issue

**GEOGRAPHIC DISTRIBUTION:** National, including Alaska and Hawaii

**DEMOGRAPHICS:** 50% of our readers are professionals & ordained, and 50% are laity; 52% are women and 65% are age 50 and older. Income levels unknown

### Display Advertising Rates:

Full page - \$1,150.00

2/3 page - \$ 800.00

1/2 page - \$ 632.00

1/3 page - \$ 518.00

1/4 page - \$ 460.00

1/6 page - \$ 400.00

Inside Front Cover - \$1,437.00

Inside Back Cover - \$1,207.00

Outside Back cover - \$1,552.00

Per Column inch - \$85.00

- *The above rates are based on a 1X B/W insertion*
- *Add \$150.00 for a 4/c insertion.*
- *Frequency discounts can be arranged for multiple insertions display ads only. Discounts must be entered with first insertion, and are for a 12 month to be determined by the advertiser*

### Classified Advertising

\$1.00.00 per word per insertion in print and 10¢ per word on-line. We request prepayment on all classified advertising.

### Closing Deadlines

**CLOSING DATES:** 15<sup>th</sup> of month, 2 months preceding issue date

**CANCELLATIONS:** Must be submitted before closing date

ISSUE	COPY
<u>January/February '07</u>	<u>November 15<sup>th</sup>, '06</u>
<u>March/April '07</u>	<u>January 15<sup>th</sup>, '07</u>
<u>May/June '07</u>	<u>March 15<sup>th</sup>, '07</u>
<u>July/August '07</u>	<u>May 15<sup>th</sup>, '07</u>
<u>September/October '07</u>	<u>July 15<sup>th</sup>, '07</u>
<u>November/December '07</u>	<u>September 15<sup>th</sup>, '07</u>

### Mechanical Data

**Printing Process;** Web offset, Saddlewire bind

**Ink:** Four-color process are standard CMYK

**Trim Size:** 8-3/8" x 10-7/8". Keep live copy area 3/8" from page trim.

**Line Screen:** 150 line (300 dpi)

### Display Ad size requirements

Full page - 7-1/4" x 9-3/8"

2/3 page - 4-3/4" x 9-3/8"

1/2 page, horizontal - 7-1/4" x 4-3/4" high

1/2 page, vertical - 4-3/4" x 7-1/2" high

1/3 page, square - 4-3/4" x 4-3/4" high

1/3 page, vertical - 2-1/4" x 9-3/8"

1/4 page - 3-1/2" x 4-3/4" high

1/6 page, horizontal - 4-3/4" x 2-3/8" high

1/6 page, vertical - 2-1/4" x 4-3/4" high

### Digital file Requirements

*BWA Publications is requesting all ad material submissions be sent as high-resolution **Adobe PDF files**. All images should be at least 300 dpi using CMYK color. All fonts and images must be embedded. Materials not provided to these specifications may incur production fees*

### Email/Shipping Instructions

John J. Coffey, Advertising Coordinator

Email: [advertise@tpcmagazine.org](mailto:advertise@tpcmagazine.org)