

Advertising Rates & Discounts

CHRISTIAN STANDARD & THE LOOKOUT 2012-13

THE LOOKOUT

	1x	3x	6x	12x
back cover (available in ALL weekly issues) 8.375" x 10.75"	\$1,000	\$950	\$900	\$650

CHRISTIAN STANDARD

	1x	3x	6x	12x
inside front cover) 8.375" x 10.75"	\$1,100	\$1,000	\$900	\$700
back cover 8.375" x 10.75"	1,200	1,100	985	800
inside back cover 8.375" x 10.75"	1,100	1,000	900	700
full page 8.375" x 10.75"	800	750	700	525
2/3 page 7.625" (w) x 6.444" (h)	675	650	600	450
1/3 page horizontal 7.625" (w) x 3.22"(h); vertical; 2.361" (w) x 9.75" (h)	400	375	350	250

Purchasing any combination of 3 or more print ads in Christian Standard and/or Lookout qualifies the advertiser for discounted rates (see chart).

THE LOOKOUT and CHRISTIAN STANDARD WEB ADS*

1 month	3 months	6 months	12 months
\$500	\$1,400	\$2,500	\$4,000

*web ads must be reserved and paid for at www.lookoutmag.com or www.christianstandard.com



Weekly e-Newsletter ADS

	Left Rail	1 st month	Additional months
	Small	\$250	\$200
	Large	\$350	\$300
	Banner	\$500	\$400

Digital Specifications

- We require high-resolution PDFs, CMYK, embedded fonts, include bleeds and crop marks.
- **Files for full page or cover ads should include ¼-inch bleed on all four sides so that the ad is 8.875" x 11.25" with a trim size of 8.375" x 10.75". Files for 2/3 and 1/3 pages should *not* have bleed.**
- **Web ads** should be 125 pixels x 125 pixels in gif, jpg, jpeg or swf format. (no larger than 72 dpi)
- **e-Newsletter ads should be:**
Left Rail: 130 x 130 or 130 x 500 pixels in gif, jpg or jpeg format (no larger than 72 dpi)
Banner (after main article): 475 x 200 pixels in gif, jpg or jpeg format (no larger than 72 dpi)

General Advertising Policies

1. All ads are subject to publisher's approval. The publisher reserves the right to accept, classify, cancel, edit, or reject any advertising copy and to place the word "advertisement" on any ad.
 2. Advertisers and their agencies assume full legal liability for all ad content.
 3. Neither the advertiser nor any agency acting on its behalf is allowed to cancel or change any insertion order after the closing date.
 4. Print advertising is billed upon publication.
Web advertising must be reserved and paid for at www.christianstandard.com using a credit card or PayPal.
- See attached schedule for issue dates.
- To reserve ad space, please **contact Magazines/Advertising** at (513) 931-0950 (fax), christianstandard@standardpub.com (email) or (513) 728-6929 (phone). Dates are reserved on a first-come, first-served basis.

For print advertising placement or questions, contact:

**Magazines/Advertising, 8805 Governor's Hill Drive
Suite 400, Cincinnati, OH 45249
(513) 728-6829 (phone) (513) 931-0950 (fax) christianstandard@standardpub.com**