

Advertising Rates & Discounts

CHRISTIAN STANDARD & THE LOOKOUT 2012

THE LOOKOUT

| | 1x | 3x | 6x | 12x |
|---|---------|-------|-------|-------|
| back cover (available in ALL 53 weekly issues) 8.375" x 10.75" | \$1,000 | \$950 | \$900 | \$650 |

CHRISTIAN STANDARD (January & February 2012)

| | 1x | 3x | 6x | 12x |
|---|---------|-------|-------|-------|
| inside front cover (available in ALL issues) 8.375" x 10.75" | \$1,000 | \$950 | \$900 | \$650 |
| back cover (available ONLY in Jan 15 & Feb 12) 8.375" x 10.75" | 1,050 | 1,000 | 950 | 700 |
| inside back cover (available ONLY in Jan 15 & Feb 12) 8.375" x 10.75" | 950 | 900 | 850 | 625 |
| full page (available ONLY in Jan 15 & Feb 12) 8.375" x 10.75" | 800 | 750 | 700 | 525 |
| 2/3 page (available ONLY in Jan 15 & Feb 12) 7.625" (w) x 6.444" (h) | 675 | 650 | 600 | 450 |
| 1/3 page ((available ONLY in Jan 15 & Feb 12) horizontal 7.625" (w) x 3.22"(h); vertical; 2.361" (w) x 9.75" (h) | 400 | 375 | 350 | 250 |

CHRISTIAN STANDARD (Monthly beginning March 2012)

| | 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

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 print ad space, please **fill out an ad reservation form** and mail, fax (513) 931-0950 of scan & email to Magazines/Advertising (djones@standardpub.com). Dates are reserved on a first-come, first-served basis.

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, jpeg, png or swf format.

For print advertising placement contact:

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