

Advertising Rates & Discounts

CHRISTIAN STANDARD 2011



	1x	3x	6x	12x
inside front cover (available in ALL 48 issues) 8.375" x 10.75"	\$1,000	\$950	\$900	\$650
back cover (available ONLY in our 12 Feature Issues) 8.375" x 10.75"	1,050	1,000	950	700
inside back cover (available ONLY in our 12 Feature Issues) 8.375" x 10.75"	950	900	850	625
full page (available ONLY in our 12 Feature Issues) 8.375" x 10.75"	800	750	700	525
2/3 page (available ONLY in our 12 Feature Issues) 7.625" (w) x 6.444" (h)	675	650	600	450
1/3 page (available ONLY in our 12 Feature Issues) 7.625" (w) x 3.22" (h) 2.361" (w) x 9.75" (h)	400	375	350	250

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



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.christianstandard.com

Digital Specifications

- We require high-resolution PDFs, CMYK, embedded fonts, include bleeds and crop marks.
- Files for full page or cover ads should include 1/4-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.

General Advertising Policies

- 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.
- Advertisers and their agencies assume full legal liability for all ad content.
- Neither the advertiser nor any agency acting on its behalf is allowed to cancel or change any insertion order after the closing date.
- 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 issue schedule for issue dates.

For print advertising placement contact:

Magazines/Advertising
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