

## Advertising Rate Card

### GENERAL INFORMATION

### ADVERTISING RATES

**Publication:**

GOSPEL ROADS is published bi-monthly.

**Deadline Dates For Reserving Space:**

30 days preceding the issue date

**Formatted disk:**

Must be in our hands no later than 30 days preceding the issue date.

**Formats:**

All ads must be Press Ready (Pre-built Ads):  
Send as PDF - (high-quality), CMYK, built to size with all fonts embedded.

**Images:**

300 dpi at 100% scale for CMYK or gray scale images;  
600 dpi - 1200 dpi for bit-mapped images.

**Fonts:**

Must include both printer and screen fonts.

**Color Proof:**

Please supply high end color proofs such as a Match-print.

**Submission:**

CD ROM, Zip, FTP and E-mail files 10MB or less.

**Billing and Terms:**

1. New accounts will pay their first insertion in advance.
2. Recurring accounts are billed immediately upon issue, with net due within 10 days after billing.

**Size Requirements:**

Gospel Roads Publication Trim Size: 8.375 x 10.875 (8 3/8 x 10 7/8) Please note that a 1/8" bleed is required for all full page ads designed with bleed. "Bleed" is any image that exceeds our trim size and extends off the page.

**Live Area Size:**

Our "Live" size is 8 x 10.5 All text in your ad needs to be designed within this live area in order to be placed in our magazine.

**Upcoming Deadlines Dates:**

- Nov/Dec 2011 issue - deadline Sept 1, 2011
- Jan/Feb 2012 issue - deadline Nov 1, 2011
- Mar/Apr 2012 issue - deadline Jan 1, 2012
- May/June 2012 issue - deadline Mar 1, 2012

**Advertising Rates**

**1x**

**3+x**

Advertising Rates	1x	3+x
Full	1,300	1,000
2/3	1,150	950
1/2	750	650
1/3 ( Full V & H)	625	550
1/4	400	325
1/3 (Half V & H)	350	275
1/8	250	200

**Premium Positions**

Full Page before TOC	1,600	1,300
OBC	1,900	1,600
IBC	1,400	1,150

**Special Church Listings**

(2 lines only)	30.00	20.00
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**Size Requirements**

Publication Trim Size: 8.375 x 10.875 (8 3/8 x 10 7/8)

Ad Size	Inches	Decimals
Full Page (Bleed)	8 5/8 x 11 1/8	8.5 x 11.125
2/3	5 3/8 x 10 1/2	5.3611 x 10.5
1/2 (v)	3 7/8 x 10 1/2	3.875 x 10.5
1/2 (h)	8 x 5 1/8	8 x 5.125
1/2 (v, bleed)	4 1/4 x 11 1/8	4.249 x 11.125
1/2 (h, bleed)	8 5/8 x 5 1/2	8.625 x 5.499
1/3 (v, half length)	2 9/16 x 5 1/8	2.542 x 5.125
1/3 (v, full length)	2 9/16 x 10 1/4	2.542 x 10.25
1/4	3 3/16 x 5 1/8	3.1875 x 5.125
1/8	3 7/8 x 2 9/16	3.875 x 2.562
1/16 (Churches Only)	1 3/8 x 5/8	1.4 x 0.6