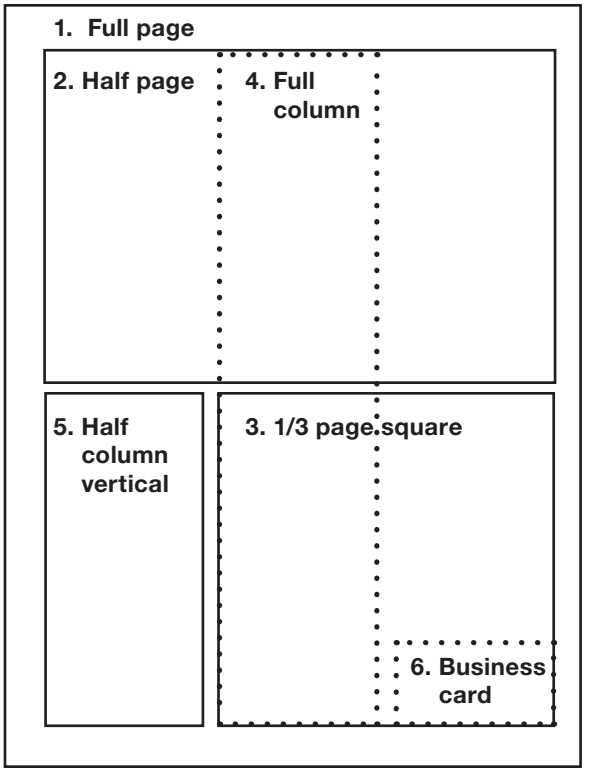
MENNONITE BRETHREN
Herald

Advertising information 2016



Available ad sizes

1. Full page:

Page size: 8.3125 x 11" (49p10 x 66p0)
for full bleed add 1/4" (1p6) bleed edge

Ad live area: 7.375 x 9.65" (44p3 x 58p0)

2. Half page horizontal:
7.375 x 4.75" (44p3 x 28p6)

3. 1/3 page square:
4.875 x 4.75" (29p3 x 28p6)

4. Full column vertical:
2.375 x 9.65" (14p3 x 57p11)

5. Half column vertical:
2.375 x 4.75" (14p3 x 28p6)

6. Business card
2.375 x 1.5" (14p3 x 9p0)

Display advertisements

Display advertisements are available in six standard sizes (see diagram for size specifications):

1. **Full page**
2. **Half page horizontal**
3. **1/3 page square**
4. **Full column vertical**
5. **Half column vertical**
6. **Business card**

See ad rate sheet for costs.

Pastoral search advertisements

Advertisements seeking pastoral and other church staff are set with identical style characteristics. The standard column width for pastoral search ads is 2.375 inches (14p3). The base rate includes 120 words maximum (position/title, church name, location, description of job and requirements, and contact information). Church logo and more text can be added for an additional fee.

Job search ads may be posted online at jobs.mbherald.com. This is a free, self-service tool.

Classified advertisements

Classified ads are grouped in categories that include: Services, Housing Available, Housing Needed, Positions Available, Vacations and Miscellaneous. Other categories are assigned where necessary. The standard column width for classified ads is 1.124 inches (6p9). All classified ads are set with identical style characteristics. Ad costs are calculated on a per-line basis, with a minimum charge of six lines.

Cost: 1 insertion $5.00 per line ($30 min. charge)
3 or more insertions $4.50 per line ($27 min. charge)

Specifications

Advertisements will be accepted by telephone, mail, fax, CD, or email. Display ads can be designed and set by *MB Herald* for an additional charge.

2016 Advertising deadlines

Issue:	Deadline:
January	Nov 30
March	Feb 1
May	Apr 4
July	May 20
September	July 29
November	Sept 30

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