

Display ad requirements

Display advertisements must meet printing standards. Please ensure your ad meets the criteria in the ad checklist below. Packaged InDesign files are preferred; PDFs also accepted.

Rate sheet

Display advertisements (see print size reference)

	1x	4x
1. Two-page spread	\$2000	\$2000
2. Full page (interior)	\$ 1378.08	\$ 1240.80
3. Half page horizontal	\$ 689.04	\$ 620.40
4. 1/3 page square	\$ 459.36	\$ 413.16
5. Full column vertical	\$ 459.36	\$ 413.16
6. Half column vertical	\$ 225.72	\$ 203.28
7. Business card	\$ 71.28	\$ 67.71

Set-up fee

\$45 additional charge for half column or business card sized ads designed and set up by the *MB Herald*. For other sizes, please contact Helga Kasdorf at helga.kasdorf@mbchurches.ca.

MB Herald also offers FREE online pastoral ads. Go to jobs.mbherald.com to create a profile and post an ad.

Inserts

(PRICE PER COPY) Distribution:

	Canada	by province	by postal code
Bind-in card	\$.09	\$.10	\$.11
2-page insert	\$.10	\$.11	\$.12
4-page insert	\$.12	\$.13	\$.14
8-page insert	\$.15	\$.16	\$.17
12-page insert	\$.19	\$.20	\$.21
16-page insert	\$.21	\$.22	\$.23

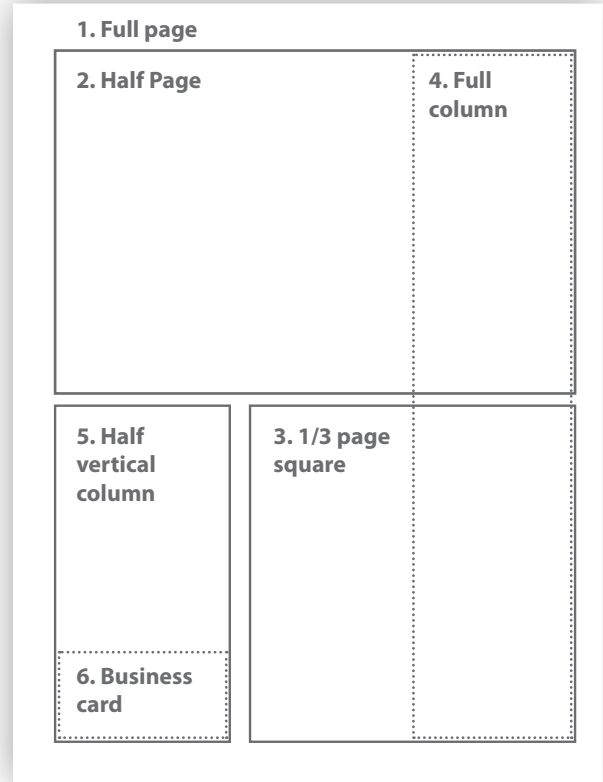
Online ads

for one month, advertisements will appear in rotation, changing every six seconds

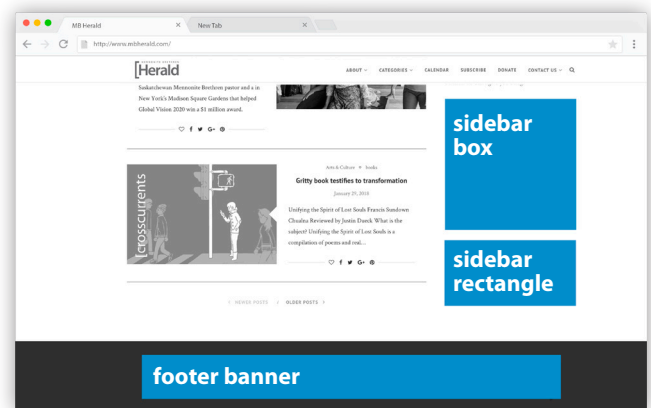
Please send ads as an image file (jpg, png). If you wish the ad to direct to a webpage, please include the link.

Sidebar box - 750 x 750px (square)	\$ 300
Sidebar rectangle - 375 x 750px (wide)	\$ 150
Footer banner - 2000 x 250px (wide)	\$ 400

Print size reference:



Web size reference:



Digital issue posting (include in digital issue, link to view on digital issue via website and e-subscriber email)

For agencies that engage an online ad concurrent with their print ad, a 10% discount will be applied to the total cost.

Effective: February 1, 2018

Rates

As per advertising rate sheet, plus 5% GST.

Rates are subject to change without notice.

All display ads designed and set by *MB Herald* are charged a fee in addition to the ad cost.

General info

Mennonite Brethren Herald is a denominational publication of the Canadian Conference of Mennonite Brethren Churches. All advertising is subject to the approval of the editors. Advertising that competes or conflicts with any ministry, agency, or theological confession of the Canadian Conference of MB Churches may not be accepted.

Mechanical requirements

36 pages, additional pages in multiples of 4.

Page trim size: 8.3125 x 11"

Printed on offset, sheet-fed press.

Deadlines

Print publication date is the first day of each quarter (January, April, July, October).

Contact *MB Herald* (information below) for a current publication schedule.

We reserve the right to decline ads.

Advertiser will be charged 50% of total cost for cancellation of reserved ad or insert space.

Ad submission checklist

For PDF

- Document is the correct dimensions.
- Full page ads include a .125-inch bleed (0p9) (crop lines not necessary).
- PDFs are exported with PDF/x1a:2001 settings.
- Images are CMYK and above 250dpi

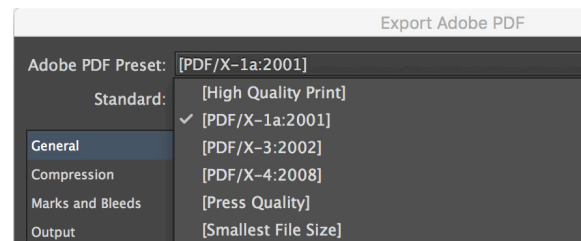
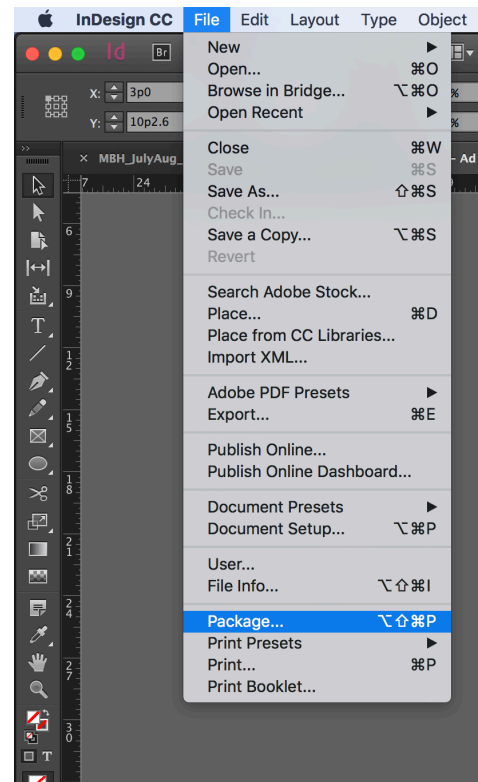
For InDesign

- All images and links are set to CMYK colour space and are 300 dpi or larger at their final size.
- Black text is set to true black (*uses the K plate while printing*).
- Custom fonts are outlined or provided with file.
- InDesign files are properly linked and packaged to contain all files and fonts.

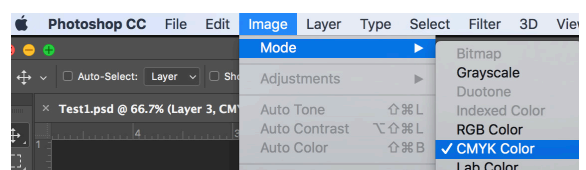
For both

- Files are emailed or uploaded and sent via email or file transfer service.

Adobe InDesign Export Settings



Color Mode in Photoshop



Thanks for your interest and we look forward to hearing from you!
If you have any questions, please contact:

for ad inquiries or pricing

Helga Kasdorf circulation+advertising
helga.kasdorf@mbchurches.ca

for design or setup questions

Colton Floris designer *(please cc Helga or general mailbox)*
colton.floris@mbchurches.ca

for design or setup questions

mbherald@mbchurches.ca

