

FOR-PROFIT

Advertising information

General info

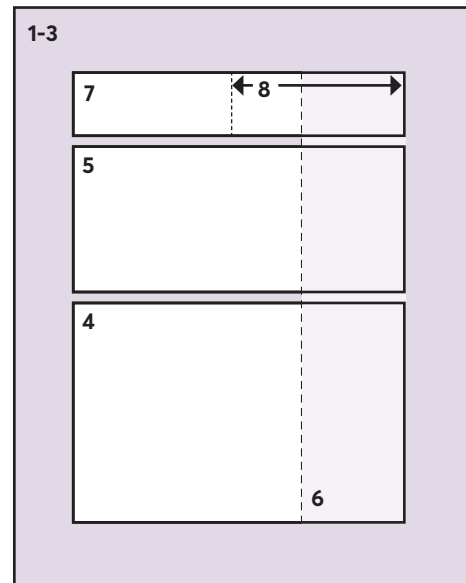
Mennonite Brethren Herald is a denominational publication of the Canadian Conference of Mennonite Brethren Churches. All advertising is subject to the approval of the editors. Advertising that competes or conflicts with any ministry, agency, or theological confession of the Canadian Conference of MB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

Rates

Issue	1st	2nd (-5%)	3rd (-10%)	4th (-15%)
1. Back cover	\$1,698	\$1,613.10	\$1,528.20	\$1,443.30
2. Full page (inside front or back cover)	\$1,578	\$1,499.10	\$1,420.20	\$1,341.30
3. Full page (interior)	\$1,458	\$1,385.10	\$1,312.20	\$1,236.90
4. Half -page horizontal	\$732	\$695.40	\$658.80	\$622.20
5. Third -page horizontal	\$492	\$467.40	\$442.80	\$418.20
6. Full -column vertical	\$492	\$467.40	\$442.80	\$418.20
7. Banner	\$240	\$228	\$216	\$204
8. Business card plus	\$78	\$74.10	\$70.20	\$66.30

Add 5% GST. Rates are subject to change without notice.

\$45 additional charge for ads designed and set up by the *MB Herald*.



1-3 Back cover & full page

9"x11.5" + 0.125" bleed

4 Half page horizontal

6.75"x4.5"

5 Third page horizontal

6.75"x3"

6 Full column vertical

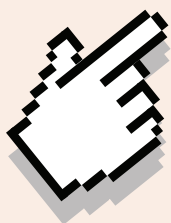
2.1"x9.17"

7 Banner

6.75"x1.33"

8 Business card

3.5"x1.33"



Online ads

For 30 days, 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 indicate the link.

Sidebar box

750 x 750px (square) \$ 360

Sidebar rectangle

375 x 750px (wide) \$ 180

Footer banner

2000 x 250px (wide) \$ 480



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Inserts (PRICE PER COPY) Distribution:

	Canada	by province	by postal code
Bind-in card	\$.10	\$.11	\$.11
2-page insert	\$.11	\$.13	\$.12
4-page insert	\$.13	\$.14	\$.13
8-page insert	\$.16	\$.18	\$.17
12-page insert	\$.20	\$.22	\$.20
16-page insert	\$.23	\$.24	\$.23

Deadlines

Cover date for print publication is the first day of each quarter (January, April, July, October).
Contact *MB Herald* (information below) for a current publication schedule.

January 2019	November 26, 2018
April 2019	February 19, 2019
July 2019	May 28, 2019
October 2019	August 27, 2019

We reserve the right to decline ads.

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

Mechanical requirements

36 pages, additional pages in multiples of 4

Page trim size: 9 x 11.5"

Printed on offset, sheet-fed press

Display ad requirements

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

Ad submission checklist

For PDF

- Document is the correct dimensions.
- Full page ads include a .125" bleed
- PDFs are exported with PDF/x1a:2001 settings.
- Images are CMYK; larger than 250 dpi

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.

Contact

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