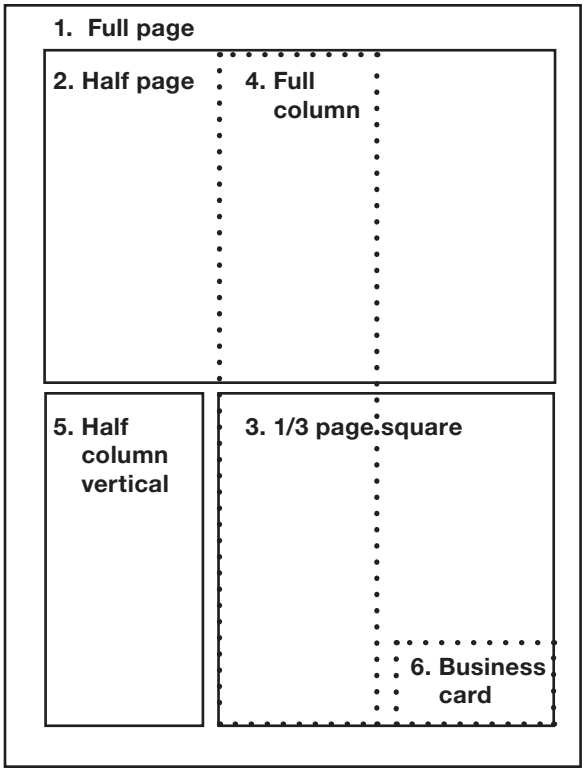
MENNONITE BRETHREN
Herald



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)

Advertising information

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, Positions Needed, 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 $4.50 per line ($27 min. charge)
3 or more insertions $4.00 per line ($24 min. charge)

Specifications

Advertisements will be accepted by telephone, mail, fax, CD, or email. *MB Herald* must be contacted before digital files are sent to ensure computer system compatibility. Display ads can be designed and set by *MB Herald* for a $40 charge in addition to the cost of inserting the ad.

2012–2013 Advertising deadlines

Issue:	Deadline:	Issue:	Deadline:
November 12	Sep 28	June 13	Apr 29
December 12	Nov 2	July 13	May 27
January 13	Nov 26	August 13	Jun 21
February 13	Dec 28	September 13	Jul 26
March 13	Jan 28	October 13	Aug 23
April 13	Feb 25	November	Oct 3
May 13	Mar 22	December	Oct 31

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