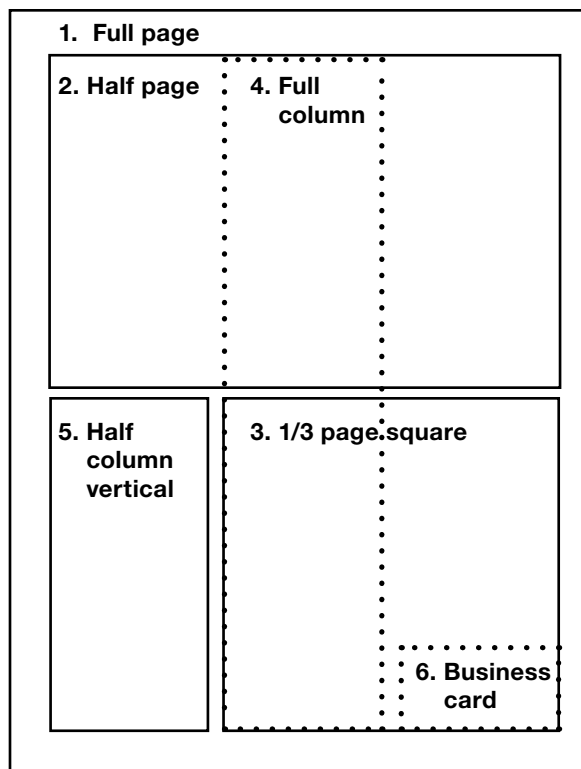


Advertising information



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. All pastoral employment ads will appear online unless otherwise requested.

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 Advertising deadlines

Issue:	Deadline:	Issue:	Deadline:
January.....	Nov 28	July.....	May 28
February.....	Dec 30	August.....	Jun 22
March.....	Jan 30	September.....	Aug 3
April.....	Feb 27	October.....	Aug 31
May.....	Mar 29	November.....	Sep 28
June.....	Apr 30	December.....	Nov 2