

Ad Rates, Specs

byFaith Magazine
 1700 North Brown Road, Suite 105
 Lawrenceville, GA 30043-8122
 ddoster@byfaithonline.com

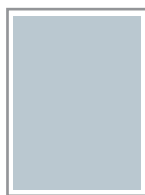
NET RATES

CIRCULATION BASE—15,000

	Size	1x	2x	4x
2 Page Spread	16"w x 10.875" (trim)	\$1,980	\$1,881	\$1,782
Full Page	8"w x 10.875" (trim)	\$1,200	\$1,140	\$1,080
1/2 Page Horizontal	6.6875"w x 4.833"	\$780	\$741	\$702
1/2 Page Vertical	3.2438"w x 9.625"	\$780	\$741	\$702
1/3 Page Vertical	2.0958"w x 9.625"	\$600	\$570	\$540
Back Cover	8"w x 10.875" (trim)	\$1,644	\$1,563	\$1,480
Inside Front/Back Covers, Page 3	8"w x 10.875" (trim)	\$1,416	\$1,345	\$1,275



2 PAGE SPREAD



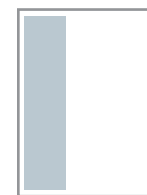
FULL PAGE



HALF VERTICAL



HALF HORIZONTAL



THIRD VERTICAL

Advertising Specs & Requirements

Please submit ads as hi-res TIFF, JPEG, or PDF files at 300 DPI and in CMYK. Half page ads must be specified as horizontal or vertical when reserved. Please provide a color proof if submitting an ad via CD.

Printing Details

ByFaith is produced from digital files direct to plate and printed via web offset,

150-line screen, saddle-stitched. Trim size is 8" x 10.875". Safety distance: keep all type 1/2" from trimmed edges. Bleeds should be 8.25"w x 11.125" on full pages and 16.25"w x 11.125" on spreads.

Payment Details

Payment is due 30 days after publication. In addition to checks, we also accept VISA and MasterCard.

E-mail art to:

Metaleap Creative
 byfaith@metaleapcreative.com

SPACE AND MATERIAL DUE DATES: 2012

Spring Issue

Space: **January 20**

Materials: **February 12**

Fall Issue

Space: **July 13**

Materials: **August 10**

Summer Issue

Space: **April 20**

Materials: **May 4**

Winter Issue

Space: **October 12**

Materials: **November 9**

Online Rates, Specs

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BYFAITHONLINE.COM ADVERTISING

Ads on byFaithonline.com are viewed, on average, more than 15,000 times every month.

In June, during the PCA's General Assembly, they're seen more than 30,000 times. We offer six advertising options.

Type of ad	Size	Net Cost / Mo.
Box ad	300 x 250	\$150
Skyscraper	120 x 600	\$125
Home Page Banner	620 x 90 or 486 x 60	\$100
Masthead Button	300 x 100	\$150
In-story Banner	486 x 60	\$100
<i>(appears on subpages)</i>		

Technical Specs

Animated gifs, flash, and rich media accepted. Please embed links within your ad. Maximum file size is 300kb.

Deadlines

All graphics are required seven days before run date. Allow five days for ad posting.

Terms and Conditions

Three month minimum contract. Rates subject to change. All rates are net. ByFaithonline.com reserves the right to refuse any ad.



BYFAITHONLINE.COM EMAIL UPDATES

At least twice a month, byfaithonline.com sends an email update to more than 9,400 teaching elders, ruling elders, and other involved members of the PCA. There is one ad per email.

Type of ad	Size	Cost
Box ad	300 x 250	\$100

Email Technical Specs

Please embed links within your ad.

