

## Annual Rate Policy

Rates are subject to change without notice.

- Discounts (1x, 2x, 3x, 6x, 10x, 15x, and 20x) are based on the number of ads after the schedule has been determined. 1x, 2x, 3x, 6x, and 10x apply to a one-year period. 15x and 20x apply to a two-year period.
- Advertising subject to approval by publisher.
- No allowance for back-to-back coupons.
- No cancellations permitted on preferred positions or covers.
- No cancellations permitted after closing date.
- Cancellations to multiple-issue contracts will be shorted.
- Prepayment required for first-time advertisers.

## Discounts, Terms, Charges

**Agency Discount:** 15% discount to agencies. No discounts on invoices older than 30 days. No discounts on color charges or creative services.

**Cash Discount:** 2% of net, 10 days from date of invoice, after agency or other discount is deducted.

**Terms:** Net 30 days. 1.5% interest will be assessed monthly on invoices unpaid after 30 days.

**Late Fees:** 10% for insertion orders and 10% for artwork received after the closing date.

## Creative Services

Our art department can create space ads for advertisers at the following rates:

**Design & Production** \$80/hour

Minor changes to an existing ad will be charged to the advertiser at a rate of \$50 per hour.

Text and images must be received by the closing date. One set of proofs will be submitted for approval. Proofs are only for correcting errors; all copy or layout changes made to proofs will be billed as new artwork. Creative work done by ML on behalf of advertiser becomes the property of advertiser.

## Color Rates

**Two color ROP (pick from CMYK), as available, per ad** . . . . . \$100  
**Four color, per ad** . . . . . \$480



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 408-287-8748 (fax)  
 joshb@rpinet.com  
 www.ministryandliturgy.com

## Bleeds (full-page ads only)

**Layout:** Finished size is 8<sup>5</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>", with cropmarks set at 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>". Bleeds must extend 1/8" from trim. Important illustrations and type should be kept 3/8" from the trim edges and gutter.

## Special Position and Inserts

**Preferred position** guaranteed for full-page ads only, subject to availability at 10% additional charge. All other position stipulations, including those appearing on orders, will be treated as requests.

**Cover positions** must be in four color and are subject to four-color charge.

**Supplied inserts:** Call for availability, pricing, and specifications.

## Advertisers Index

When you purchase a display ad of 1/2 page or larger, you will be listed in the Advertisers Index at no additional charge. Advertisers of display ads smaller than 1/2 page or Artists Directory advertisers may elect to be included in the Advertisers Index for an additional \$20 per issue.

## DISPLAY BLACK & WHITE RATES & DIMENSIONS

SIZE (width x height)	Regular issues						Mar. / Sept.	
	1x	3x	6x	10x	15x	20x	1x	2x
Full page (7 <sup>1</sup> / <sub>4</sub> " x 10")	\$1326	\$1246	\$1193	\$1126	\$1062	\$1021	\$3314	\$3115
2/3 page (4 <sup>5</sup> / <sub>8</sub> " x 10")	1107	1041	997	942	886	854	2769	2602
1/2 page island (4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>2</sub> ")	1064	1000	958	904	852	813	2660	2500
1/2 page (7 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> ")	935	881	842	795	748	721	2339	2199
1/3 page (2 <sup>1</sup> / <sub>4</sub> " x 10" or 4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> ")	742	696	668	631	593	572	1855	1744
1/4 page (3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>7</sup> / <sub>8</sub> " or 4 <sup>5</sup> / <sub>8</sub> " x 3 <sup>1</sup> / <sub>2</sub> ")	599	562	538	508	478	466	1498	1407
1/6 page (2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> " or 4 <sup>5</sup> / <sub>8</sub> " x 2 <sup>3</sup> / <sub>8</sub> ")	437	410	392	370	349	335	1091	1025
1/8 page (3 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>2</sub> ")	386	364	348	328	308	297	966	908
Column inch (2 <sup>1</sup> / <sub>4</sub> " x 1")	111	105	100	95	89	85	277	261
Cover 2 (7 <sup>1</sup> / <sub>4</sub> " x 10")	1524	1434	1371	1296	1222	1175	3812	3583
Cover 3 (7 <sup>1</sup> / <sub>4</sub> " x 10")	1524	1434	1371	1296	1222	1175	3812	3583
Cover 4 (7 <sup>1</sup> / <sub>4</sub> " x 10")	1656	1558	1490	1407	1328	1278	4142	3893

## ISSUE THEMES AND DEADLINES

Cover Date	Advertising Emphasis and Special Features	Reserve Space By:	Send Art By:
Feb '07	Ministry Formation The Art of Light	Nov 1, '06	Nov 15, '06
Mar '07	Connecting Liturgy to Life <b>Saturation Issue:</b> Catholic pastors and ministry buyers * Ministry Formation Resource Guide	Dec 1, '06	Dec 15, '06
Apr '07	Diversity, Unity, and Ecumenism * Web Resources	Jan 2, '07	Jan 15, '07
May '07	Church Building and Renovation <b>Added Circulation:</b> Architects and liturgical designers	Feb 1, '07	Feb 15, '07
Jun '07	Music and Tools of the Trade	Mar 1, '07	Mar 15, '07
Aug '07	Memorials and Funeral Liturgies * Church Technology Guide	May 1, '07	May 15, '07
Sep '07	Baptismal Ministry <b>Saturation Issue:</b> Catholic pastors and ministry buyers	Jun 1, '07	Jun 15, '07
Oct '07	Advent and Christmas Planning * Gift-giving Guide	Jul 2, '07	Jul 16, '07
Nov '07	Peace, Healing, and Spirituality	Aug 1, '07	Aug 15, '07
Dec '07	Lenten Resources * Parish Resource Directory	Sep 4, '07	Sep 17, '07

\* Special Advertising Section

## **Mechanical Requirements**

**Specifications:** Trim size is 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ ".

**Binding:** saddle wire.

**Method of printing:** offset web.

**Photographs:** Photos must be screened at 150 lines.

**Ad Dimensions:** See inside, "Display ... Dimensions."

**Printing materials:** Since ML uses an all-electronic (computer-to-plate) workflow, we must receive electronic files in TIFF or PDF format. Camera-ready line art (black and white only; no grayscale) will be scanned into digital format. Call for detailed specifications.

## **Circulation**

**Subscription price:** \$50 per year (domestic). Single-copy price \$5.00. Back-issue price: \$6.00.

**Circulation:** Approximately 6,000 copies seen by more than 48,000 pass-along readers. Additional copies distributed to conferences, universities, and regional offices of worship.

**Special issues:** Extended circulation in March, May, and September. See below for details.

**Distribution:** National and International.

**Established:** 1973.

## **Extra Circulation Issues**

Several issues of ML are distributed beyond regular subscribers to key audiences of interest to advertisers. The March and September issues will be mailed to a list of 39,000 addresses that includes all pastors of U.S. Catholic churches, key ministry buyers, and ML subscribers. In addition, at no extra charge, the May issue is distributed to approximately 1,000 architects, liturgical designers, and liturgical consultants.

## **The Market**

*Ministry & Liturgy* is a professional, paid circulation, special-interest magazine for the parish team covering contemporary ministry with a focus on worship, faith formation, and the liturgical arts. Readers include pastors, associates, pastoral musicians, artists, worship directors, liturgical ministry coordinators, members of the liturgy committee, directors of religious education, youth ministers, and directors of pastoral care.

Since the merger of *Liturgical Catechesis* magazine into ML, the market has expanded to include all who are seeking guidance with new models of whole-community faith formation.

## **The Content**

Each issue of ML may include special advertising features, departments, articles, listings and directories, and artistic displays. These are practical and of vital interest to the parish team. In addition, special advertising-related features provide valuable information to the readers while offering added exposure for your products or services. Every issue includes at least one advertising feature.

## **Bulletin Board**

### **Classified Advertising Rates**

Magazine listings are \$1 per word for regular issues and \$2 per word for March & September saturation issues. Online classified ads are uploaded to the ML website ([www.ministryandliturgy.com](http://www.ministryandliturgy.com)) for 30 days. Rates are \$1 per word for 30 days.

### **Regulations:**

- Payment must accompany order.
- Phone no. and box no. each count as two words.
- Dates count as two words.
- \$30 minimum charge.

## **Artists Directory**

The Artists Directory lists your contact information and medium (glass, wood, weaving, etc.), talents, and/or work experience. You have the option of running a photograph of your work in black and white or in color. Contact the advertising department for more information.

## **Online Artists Directory**

Advertisers with a minimum of \$160 in print ad orders for the coming year may upgrade their advertising plan with the ML Online Artists Directory. The directory is accessible at [ministryandliturgy.com](http://ministryandliturgy.com), which has a steady rate of more than 2,000 visitors a day. Your listing includes contact information, a weblink to your site, your e-mail address, and artwork for a 12-month period at a rate of \$200 (pre-paid only). Artwork can be changed monthly for a \$25 per-change fee. Special processing requests are billed at the creative services rate of \$80/hr.

## **Other Opportunities**

Contact the advertising department for related information about internet advertising, mailing lists, and the Parish Resource Directory.

## **The Personnel**

William Burns, Publisher  
Donna Cole, Editor  
Elizabeth J. Asborno, Design & Production Director  
Josh Burns, Advertising Sales Representative  
Mary Dent, Business Manager  
Lisa Hernandez, Fulfillment Manager



## **Good news for your advertising plans!**

**The readership of *Liturgical Catechesis* magazine has been combined with ML's for circulation to a broader audience!**

### **What does this mean for advertisers?**

- More pages in ML
- A growing audience of catechetical subscribers
- Increased response
- Broadened editorial focus — facilitating the liturgical-catechetical dialogue
- Access to the entire parish team
- No increase in rates despite circulation to a broader audience!

**RATE CARD  
No. 37  
September 1, 2006**

### **MINISTRY & LITURGY**

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