

The CANADIAN LUTHERIAN

The magazine of Lutheran Church–Canada

Lutheran Church–Canada
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RATE CARD #6

Effective January 1, 2005

General Information

The Canadian Lutheran is the award-winning national publication of Lutheran Church–Canada which has approximately 80,000 members in 329 congregations. It includes feature stories, articles and columns designed to inspire, motivate and inform.

The magazine is published nine times a year: January/February, March, April, May/June, July/August, September, October, November and December. It is also published on the Internet at www.lutheranchurch.ca/canluth/.

Circulation: 24,200

Distribution: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia .

Rates are based on camera-ready material. Set-up charges are extra.

Four Colour

Insertions	1 time	3 times	6 times	9 times
Full page	1210	1087	1051	1015
2/3	845	773	757	716
1/2	685	628	603	577
1/3	484	433	422	407
IFC/IBC	1303	1169	1133	1112
OBC	1391	1251	1215	1159

Two Colour

Full page	1025	927	896	870
2/3	742	670	649	618
1/2	577	536	515	489
1/3	412	371	361	350
1/4	330	288	283	268
1/6	221	196	191	175
1/8	165	149	139	124
IFC/IBC	1118	1015	979	958

B&W

Full page	834	742	716	700
2/3	603	541	520	494
1/2	469	433	412	397
1/3	330	288	283	268
1/4	268	237	221	211
1/6	185	160	144	134
1/8	134	113	103	98
Per Column Inch	37	34	33	32

Trim size: 8 1/8 x 10 3/4 There is no bleed charge
LCC offices, institutions, boards, commissions, auxiliaries and listed service organizations receive a 15% discount.

Set-up Charges

- add 15% to display rate
- no set-up charge for classified ads

Classified Advertising

- 35 cents per word
- 50 word minimum charge

Semi-display Advertising

Semi-display advertising is text only and has no illustrations, logos or photographs. Suggested classifications include: church supplies and services; employment opportunities; nursing and retirement homes; camps and travel. It is sold at the column inch rate.

- minimum: 6 lines of type (1 inch)
- minimum size type: 8 points.

Inserts

Information and pricing for inserts to *The Canadian Lutheran* or additions to the shipping bundles to congregations is available on request.

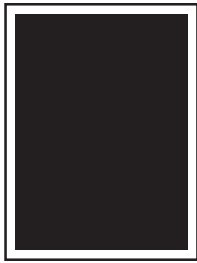
Closing Date

Five weeks prior to publication month.

Payments

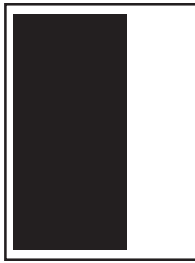
Please make cheques payable to: Lutheran Church–Canada.

Display Advertising Dimensions



Full Page

7" x 9 1/2"
175 x 242 mm
3c x 57p



2/3 Page

4 1/2" x 9 1/2"
115 x 242 mm
2c x 57p



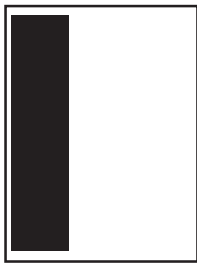
1/2 Page

7" x 4 3/4"
175 x 121 mm
3c x 28 1/2p



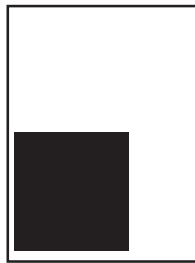
1/2 page

4 1/2" x 7 1/8"
115 x 181 mm
2c x 43p



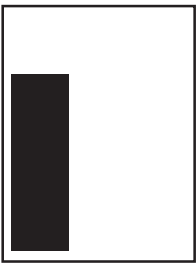
1/3 page

2 1/8" x 9 1/2"
54 x 242 mm
1c x 57p



1/3 Page

4 1/2" x 4 3/4"
115 x 121 mm
2c x 28 1/2p



1/4 Page

2 1/8" x 7 1/8"
54 x 181 mm
1c x 43p



1/4 Page

4 1/2" x 3 1/2"
115 x 91 mm
2c x 22p



1/6 Page

2 1/8" x 4 3/4"
54 x 121 mm
1c x 28 1/2p



1/6 Page

4 1/2" x 2 3/8"
115 x 61 mm
2c x 14p



1/8 Page

2 1/8" x 3 1/2"
54 x 91 mm
1c x 22p

Legend

c column width (3 columns/page)
p picas (6 per inch)
mm millimetres (25.4/inch)

Copy and contract conditions

1 Liability: Advertisers and/or advertising agency assume full responsibility for all content of advertising (including text, representation and illustrations) and any claim made against the publisher because of content. The word *advertisement* may be placed above copy which in the opinion of the publisher resembles editorial material.

2 Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, when such are in conflict with the terms of this rate card. Verbal agreements are not recognized.

3 The advertising of tobacco products, alcoholic beverages, carbonated drinks if advertised as mixers, and that which promotes any form of gambling will not be accepted; nor will advertising which conflicts with the interests or policies of Lutheran Church-Canada. All advertising is subject to the approval of the communications board. In the event of cancellation or rejection by the publisher where the advertising had previously been accepted and/or published, the advertising already run shall be billed and paid for at the rate provided for in the order.

4 Contracts for cover and special positions are non-cancellable.

5 Any advertisement less than a column depth but more than any of the standard units shown will be charged at the rate of the nearest unit, plus the extra lineage at the rate per pica that applies. (There are 6 picas per inch.)

6 Recognized advertising agencies are allowed 15% agency commission

7 Regular advertisers are eligible for multiple times rates even if they use differently sized ads from issue to issue.

8 Rates are subject to change on 60 days' notice.