The Canadian Lutheran

The magazine of Lutheran Church–Canada

Lutheran Church–Canada
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RATE CARD #7 **Effective January 1, 2013**

General Information

The Canadian Lutheran is the award-winning national publication of Lutheran Church–Canada which has approximately 70,000 members in 322 congregations. It includes feature stories, articles and columns designed to inspire, motivate and inform.

The magazine is published six times a year: January/February; March,/April; May/June; July/August; September/October; November and December. Stories and articles are also published on the Internet at *www.*canadianlutheran.ca

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

Circulation: 20,000
Distribution: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia
Online viewing:7,000/month

Four Colour

Insertions	1 edition	3 editions	6 editions
Full page	1210	1087	1051
2/3	845	773	757
1/2	685	628	603
1/3	484	433	422
IFC/IBC	1303	1169	1133
OBC	1391	1251	1215

B&W

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

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

- 40 cents per word
- 50 word minimum charge

Inserts

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

Closing Date

Four weeks prior to publication month.

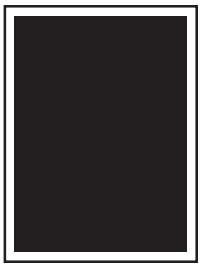
Online Advertising

Each advertising purchase in The Canadian Lutheran includes two months of advertising on www.canadianlutheran.ca.

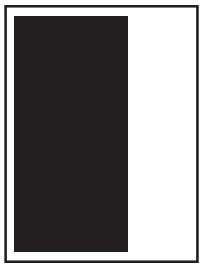
Payments

Please make cheques payable to: Lutheran Church–Canada.

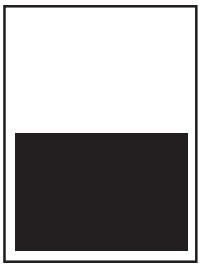
Display Advertising Dimensions



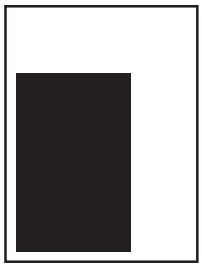
Full Page
7”x $9^{1/2}$ ”
175 x 242 mm



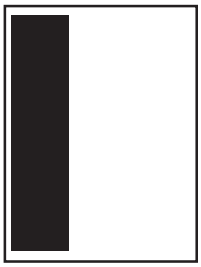
2/3 Page
$4^{1/2}$” x $9^{1/2}$”
115 x 242 mm



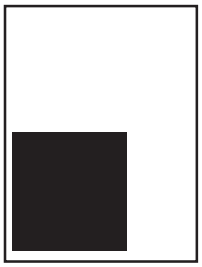
1/2 Page
7” x $4^{3/4}$”
175 x 121mm



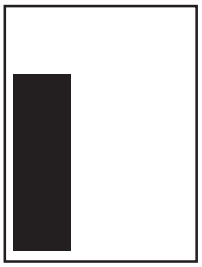
1/2 page
$4^{1/2}$” x $7^{1/8}$”
115 x 181 mm



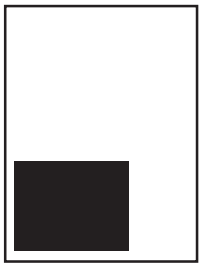
1/3 page
$2^{1/8}$” x 9 $^{1/2}$”
54 x 242 mm



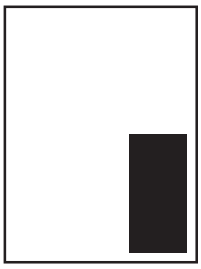
1/3 Page
$4^{1/2}$” x $4^{3/4}$”
115 x 121 mm



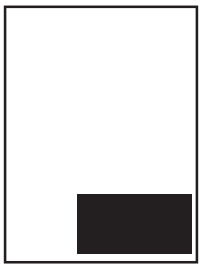
1/4 Page
$2^{1/8}$” x $7^{1/8}$”
54 x 181 mm



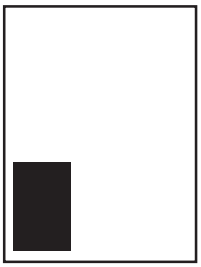
1/4 Page
$4^{1/2}$” x $3^{1/2}$”
115 x 91 mm



1/6 Page
$2^{1/8}$” x $4^{3/4}$”
54 x 121 mm



1/6 Page
$4^{1/2}$” x $2^{3/8}$”
115 x 61 mm



1/8 Page
$2^{1/8}$” x $3^{1/2}$”
54 x 91 mm

Online Advertising Dimensions

Top banner
3.2” X .575”
640 px x 115 px
200 dpi res
Clickable to your website

Side banner
1.5” X 3”
300 px x 600 px
200 dpi res
Clickable to your website

LUTHERAN CHURCH–CANADA
ÉGLISE LUTHÉRIENNE du CANADA

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 approval. 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 linage 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.