

The CANADIAN LUTHERIAN

RATE CARD #8 Effective January 1, 2015

General Information

The Canadian Lutheran is the award-winning national publication of Lutheran Church–Canada which has approximately 65,000 members in more than 300 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/December. Stories and articles are also published on the Internet at www.canadianlutheran.ca

Circulation: Approx. 18,500
Distribution: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia
Online viewing: 7,000/month

Full Colour

Insertions	1 edition	3 editions	6 editions
Full page	1233	1120	1081
2/3	888	807	784
1/2	708	643	625
1/3	495	450	437
1/4	362	330	320
1/6	255	232	225
1/8	193	175	170
IFC/IBC	1329	1208	1173
OBC		1295	1258

Classified Advertising

45 cents per word
 50 word minimum charge

Inserts

Inserts are charged at the following formula. [(Weight of insert in grams) x 0.0037x (number of issues being printed)] +100.
 All inserts cost a minimum of \$1,900

On Line

	2 months	6 months	12 months
Top Banner	350	750	1450
Side Banner	250	650	1250

Closing Date

Four weeks prior to publication date.

Payments

Please make cheques payable to:
 Lutheran Church–Canada.

Trim size: 8 1/8 x 10 3/4 There is no bleed charge

Note: each print ad over 1/4 page includes two months of advertising on line.

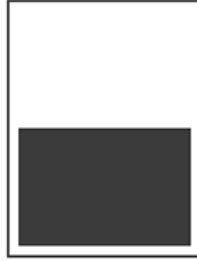
Display Advertising Dimensions



Full Page
7" x 9 1/2"
175 x 242 mm



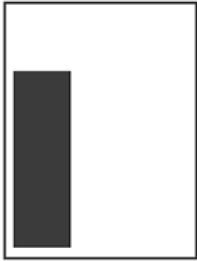
2/3 Page
4 1/2" x 9 1/2"
115 x 242 mm



1/2 Page
7" x 4 3/4"
175 x 121mm



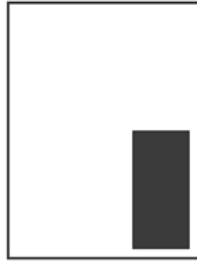
1/3 page
2 1/8" x 9 1/2"
54 x 242 mm



1/4 Page
2 1/8" x 7 1/8"
54 x 181 mm



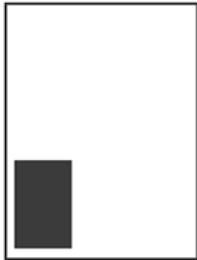
1/4 Page
4 1/2" x 3 1/2"
115 x 91 mm



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

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 Recognized advertising agencies are allowed 15% agency commission.

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