

Ads that bleed: Center Live Image Area horizontally and vertically between bleed dimensions. Ads that do not bleed: Use Live Image Area only.

 = LIVE IMAGE AREA, 3/8" IN FROM TRIM  = BLEED SIZE  = TRIM SIZE



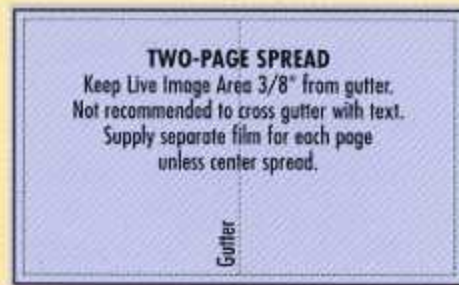
FULL PAGE
FULL BLEED

Trim Size: 8" x 10³/₄"
Bleed Size: 8¹/₄" x 11"
Live Image Area: 7¹/₄" x 10"



FULL PAGE
NO BLEED

Trim Size: 8" x 10³/₄"
No Bleed Allowance
Live Image Area: 7¹/₄" x 10"

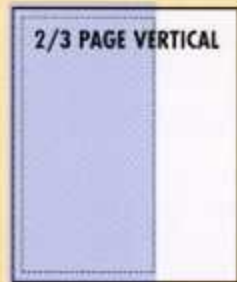


TWO-PAGE SPREAD

Keep Live Image Area 3/8" from gutter.
Not recommended to cross gutter with text.
Supply separate film for each page
unless center spread.

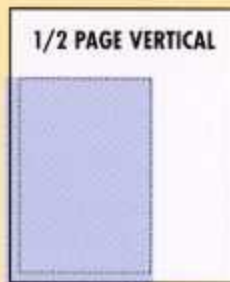
Gutter

Trim Size: 16" x 10³/₄"
Bleed Size: 16¹/₄" x 11"
Live Image Area: 15¹/₄" x 10"



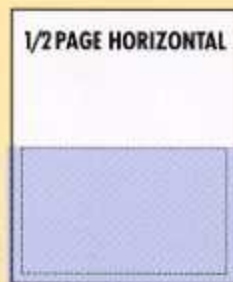
2/3 PAGE VERTICAL

Trim Size: 5¹/₈" x 10³/₄"
Bleed Size: 5¹/₄" x 11"
Live Image Area: 4⁵/₈" x 10"



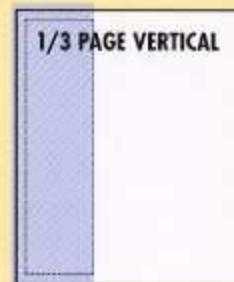
1/2 PAGE VERTICAL

Trim Size: 5¹/₈" x 8"
Bleed Size: 5¹/₄" x 8¹/₈"
Live Image Area: 4⁵/₈" x 7¹/₂"



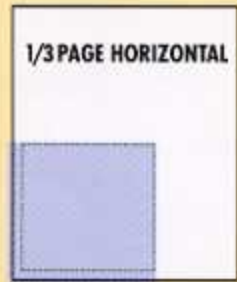
1/2 PAGE HORIZONTAL

Trim Size: 8" x 5¹/₂"
Bleed Size: 8¹/₄" x 5⁵/₈"
Live Image Area: 7" x 5"



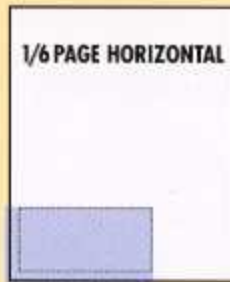
1/3 PAGE VERTICAL

Trim Size: 2³/₄" x 10³/₄"
Bleed Size: 2⁷/₈" x 11"
Live Image Area: 2¹/₄" x 10"



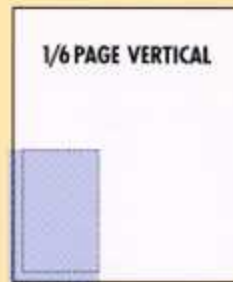
1/3 PAGE HORIZONTAL

Trim Size: 5¹/₈" x 5¹/₄"
Bleed Size: 5¹/₄" x 5³/₈"
Live Image Area: 4⁵/₈" x 4³/₄"



1/6 PAGE HORIZONTAL

Trim Size: 5¹/₈" x 3"
Bleed Size: 5¹/₄" x 3¹/₈"
Live Image Area: 4⁵/₈" x 2¹/₂"



1/6 PAGE VERTICAL

Trim Size: 2¹³/₁₆" x 5¹/₄"
Bleed Size: 2¹⁵/₁₆" x 5³/₈"
Live Image Area: 2³/₁₆" x 4³/₄"



MARKETPLACE ADS

SIZE 2 ⁵ / ₁₆ x 1 ¹ / ₂	2 ⁵ / ₁₆ x 1
SIZE 2 ³ / ₁₆ x 2	SIZE 2 ³ / ₁₆ x 2
SIZE 2 ³ / ₁₆ x 4	SIZE 2 ³ / ₁₆ x 3

1 col x 1" = 2³/₁₆" x 1"
1 col x 1¹/₂" = 2³/₁₆" x 1¹/₂"
1 col x 2" = 2³/₁₆" x 2"
1 col x 3" = 2³/₁₆" x 3"
1 col x 4" = 2³/₁₆" x 4"

RATE CARD



PRODUCT

PRICE

PLACE

PROMOTION



600 Rinehart Road
Lake Mary, Florida 32746
Phone: 407-333-0600
FAX: 407-333-7100
www.charismamag.com

Charisma
& CHRISTIAN LIFE

EACH ISSUE
MORE THAN

720,000

EYES
WILL

VIEW

CHARISMA.

SHOULDN'T

YOU?
BE THERE?

Ad Rates

	B/W	ROP	2/C	4/C
2 Pg.	\$15,283	15,768	16,220	16,897
1 Pg.	8,196	8,421	8,648	8,873
2/3 Pg.	6,840	7,065	7,292	7,517
1/2 H Pg.	5,484	5,709	5,936	6,161
1/2 V Pg.	5,597	5,823	6,049	6,275
1/3 H Pg.	3,449	3,676	3,901	4,181
1/3 V Pg.	3,563	3,788	4,015	4,240

Small Display Ads (Marketplace)

1/6 Hor.	\$1,755	1,980	2,207	2,432
1/6 Ver.	1,641	1,868	2,093	2,320
1 col x 4"	1,303			
1 col x 3"	1,071			
1 col x 2"	851			
1 col x 1"	442			

\$50 per inch for color screen

Special Positions

COVER 4	\$11,247
COVER 3	9,686
COVER 2	10,009
1st Rt.-Hand Pg.	10,009
Fulfilled Request	10%
Bleed	10%
Partial Bleed	5%

Inserts

Single Bind-in Card	\$55,860
Double Bind-in Card	8,228
2-Page Insert	12,431
4-Page Insert	17,581
8-Page Insert	26,815
12-Page Insert	37,293

Insert prices include space only. Please call for printing prices.

Frequency Discounts

2x = 4%	10x = 8%	20x = 15%
4x = 5%	12x = 10%	24x = 16%
6x = 6%	15x = 12%	30x = 17%
8x = 7%	18x = 14%	36x = 18%

Material Specifications

1. Trim and bleed sizes: Trim size 8"x 10 1/2". Bleed page size 8 1/2"x 11". Important illustrations and type matter should be kept 3/8" from trim and 3/8" from gutter.
2. Line screen: 133
3. Printing materials: Composite film (negatives right reading, emulsion side down). Advertiser must include matchprint or equivalent-quality proof. Specifications for digital files available via fax: (407) 333-7100, Attn: Ad Traffic Coordinator.
4. Method of printing: Web offset, 4-color process.
5. Binding: Saddle-stitched.

Material Specifications (continued)

6. Advertiser will be billed for preparation charges when publication typesets advertisements, makes color separations, designs layouts, shoots photos, manipulates or corrects digital files or performs other extensive preparation on advertising material (\$45 per hour).
7. Art prepared by Strang Communications and billed to the advertiser becomes the property of the advertiser. However, materials will be stored for 12 months and then destroyed unless otherwise instructed by advertiser at time of insertion.
8. Ad material and negatives will be returned to the advertiser if requested in writing. The cost of postage and handling will be billed to the advertiser.
9. Electronic media: MAC format, QuarkXpress, EPS/TIFF, or CMYK. Call for full digital guidelines.

General Rate Policy

1. Advertising rates are subject to change without notice. However, contracts in effect at the time of a rate change will be held for six months.
2. If a cancellation is necessary, it must be made in writing prior to the closing date. If a cancellation does occur after the allowed time, a 25 percent cancellation fee will be assessed.
3. We will work with you to receive new material, but if a new ad does not arrive in time for approval, we reserve the right to print the previous ad.

Terms/Commissions

1. Terms: 2 percent 10 days, net 30 days from invoice date.
2. New advertisers: Payment in advance required for first insertion and until credit has been approved.
3. Agency commission: 15 percent to recognized agencies on space, color and bleed, ONLY IF PAID WITHIN 45 DAYS FROM DATE OF INVOICE. For all orders placed through an advertising agency, advertiser is responsible if agency defaults.
4. All foreign accounts are required to prepay in U.S. funds.
5. All invoices that are over 30 days from invoice date will be charged 1.5 percent of the unpaid balance per month. Publisher reserves the right to refuse ads until past-due balance is paid.
6. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Stand-By Policy

From time to time last-minute space is available at 20 percent off the current earned advertising rate. This space is not guaranteed, nor can Strang Communications notify the client before the issue has gone to press. It is commissionable, but not subject to cash discount.

Deadlines

Space Closing

10th of the month, two months prior to issue date.

Material Due

17th of the month, two months prior to issue date.