

## DISCOUNTS

1. **First-time advertisers receive a 25% discount off the open (1X) rate.** This discount applies to all first issue insertions. To establish credit, prepayment is required on initial insertions.
2. Frequency discounts are earned by placing a designated number of insertions within a specified contract year. Failure to place the contracted number of insertions during that year will necessitate short-rating. **Rebates on previous insertions** will be given if higher frequency levels are reached during a contract year.
3. **Special pre-booked contract discounts** are available for written contracts which contain at least one insertion in each of six consecutive issues. Please call your Account Manager for specific details.
4. **A 15% agency discount** is allowed to all recognized agencies provided the account is paid in full within 30 days of the invoice date.
5. **A 2% prompt payment discount** is earned on net (after agency commission is deducted) **if accounts are pre-paid or paid within 10 days of the invoice date.**

## GENERAL ADVERTISING POLICIES

1. Advertising rates are subject to change at any time. Written contracts in effect at the time of a rate change will be honored, but not extended.
2. Neither the advertiser nor any agency acting on their behalf are allowed to cancel or change any insertion order **after the closing date.** Cancellations are not considered executed until confirmed in writing by your Account Manager.
3. The earlier ad insertions are finalized, the better the positioning will be. Special position requests are honored whenever possible. The Publisher, however, retains the right to determine final position placement. Positions can be guaranteed only after consulting with your Account Manager and will include a 10% commissionable charge.
4. All ads are subject to the Publisher's approval. All advertisers and their agencies assume full legal liability for all ad content including text, representations, and illustrations. The same will indemnify and hold the Publisher and its officers, employees, and agents harmless against any loss, expense, or other liability.
5. The Publisher will hold the advertiser and any agency acting on the advertiser's behalf, jointly and severally liable for such monies as are due and payable to the Publisher.
6. **Net payment is due 30 days from the invoice date.** Overdue accounts immediately begin incurring a 1 1/2% per month late charge. The Publisher reserves the right to refuse further ad placements until the past-due balance (including late charges and forfeited discounts) is paid.
7. The Publisher assumes no liability for errors or omissions in key codes.

## DISCIPLESHIP JOURNAL

### MISSION STATEMENT

To help believers develop  
a deeper relationship with Jesus Christ,  
and to provide practical help  
in understanding the Scriptures and  
applying them to daily life and ministry.

#### ASSOCIATE PUBLISHER

Peter Mayberry

#### EDITOR

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Bob Yates

#### ADVERTISING ACCOUNT MANAGER

Grace Saenz

#### CONSUMER MARKETING DIRECTOR

Jon Killingsworth

#### FULFILLMENT DIRECTOR

June Whitely

#### RIGHTS AND PERMISSIONS

Diane Sevcik

## DISCIPLESHIP JOURNAL

P.O. Box 35004

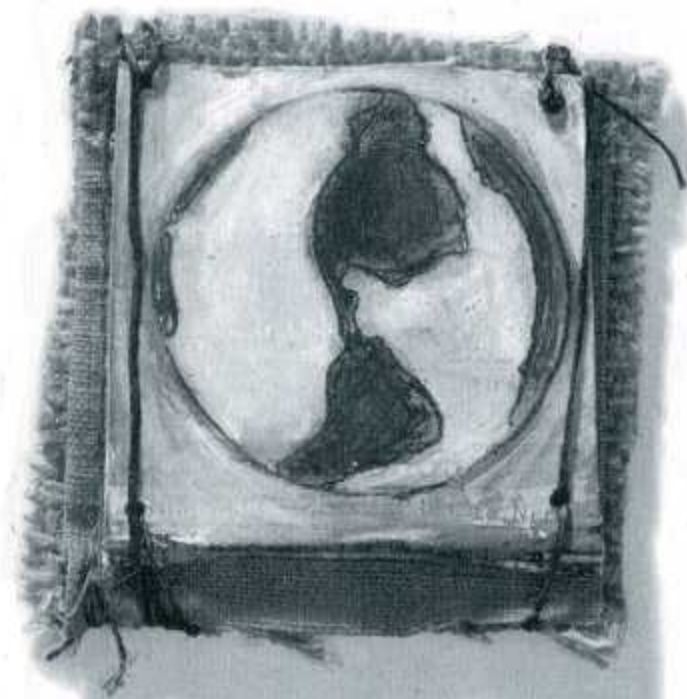
Colorado Springs, CO 80935

TEL: 719-548-9222

FAX: 719-598-7128

WEB: [www.discipleshipjournal.com](http://www.discipleshipjournal.com)

# DISCIPLESHIP JOURNAL



## Rate Card #17

Effective March 2001

ISSUES 124 -129

(July/August 2001 — May/June 2002)

## RATES

### ► Circulation

Rates are based on a guaranteed average circulation of 140,000 copies per issue during the term of this rate card.

### ► Black & White

	1X	3X	6X	12X	18X
Full Page	\$3855	\$3745	\$3635	\$3475	\$3325
2/3 Page	3205	3115	3015	2885	2755
1/2 Page-Vert	2915	2825	2735	2625	2495
1/2 Page-Horiz	2585	2495	2425	2325	2225
1/3 Page	1905	1835	1785	1715	1635

### ► Two Color (ROP)

Full Page	\$4095	\$3975	\$3845	\$3685	\$3515
2/3 Page	3455	3355	3255	3105	2975
1/2 Page-Vert	3135	3045	2955	2825	2695
1/2 Page-Horiz	2825	2745	2665	2545	2435
1/3 Page	2135	2075	2015	1925	1835

### ► Four Color

2-Page Spread	\$7255	\$7045	\$6825	\$6535	\$6235
1/2 Page Spread	5425	5255	5095	4875	4665
Full Page	4435	4305	4165	3995	3815
2/3 Page	3765	3655	3535	3385	3235
1/2 Page-Vert	3445	3345	3235	3105	2965
1/2 Page-Horiz	3115	3025	2935	2805	2685
1/3 Page	2415	2345	2275	2175	2075

### ► Premium Pages

Cvr 2/Pg 3 Sprd	\$9255	\$8975	\$8695	\$8325	\$7955
Cover 4	5465	5295	5135	4915	4705
Cover 2	5295	5145	4985	4775	4555
Page 3	5145	4995	4835	4635	4425

### ► Preprinted Inserts

4-Page Bind-In	\$7715	\$7485	\$7245	\$6935	\$6625
2-Page Bind-In	5115	4955	4805	4595	4395

### ► We Print

Bind-In Card	\$3475	\$3375	\$3275	\$3125	\$2995
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### ► Wrap

Rates are based on an average circulation of 100,000 wraps per issue.

2 Full Pages (Cvrs 3 & 4 - 2C)	\$4495	\$4365	\$4225	\$4045	\$3865
2/3 Pg Horiz (Cvr 2 - 2C)	2425	2355	2285	2175	2085
Bind-In Card (Ganged - 2C)	2305	2235	2165	2075	1985

## ISSUE SCHEDULE

MAGAZINE ISSUE & THEME	SPACE CLOSING	MATERIALS DUE	START SHIP DATE
Issue 124 Jul/Aug 2001 <b>Joy</b>	5/3	5/10	6/11
Issue 125 Sep/Oct 2001 <b>Helping the Hurting</b>	7/5	7/12	8/13
Issue 126 Nov/Dec 2001 <b>Getting to Know the Heart of God</b>	9/6	9/13	10/15
Issue 127 Jan/Feb 2002 <b>Rest</b>	11/1	11/8	12/12
Issue 128 Mar/Apr 2002 <b>Friendship</b>	1/3	1/10	2/11
Issue 129 May/Jun 2002 <b>Reaching the Next Generation</b>	3/5	3/12	4/15

### For advertising placement contact:

<b>Bob Yates</b> Publishing, Music, Film/Video, Direct Response, Electronic 719-531-3558 bob.yates@navpress.com	<b>Grace Soenz</b> College, Grad School, Seminary, Conferences, Missions 719-531-3523 grace.soenz@navpress.com
Toll Free: 800-504-2924 Fax: 719-598-7128	

## AD SIZES

<b>Two Page Spread</b> Non-bleed 15 1/4" x 10"	<b>1/2 Page Spread</b> Non-bleed 15 1/4" x 5"		
<b>Bleed</b> 16 3/4" x 11"	<b>Bleed</b> 16 3/4" x 5 9/16"		
<b>Full Page</b> Non-bleed 7" x 10"	<b>2/3 Page Vert.</b> Non-bleed 4 5/8" x 10"	<b>2/3 Page Horiz.</b> Non-bleed 7" x 6 1/2"	<b>1/2 Page Vert.</b> Non-bleed 4 5/8" x 7"
<b>Bleed</b> 8 3/8" x 11"	<b>Bleed</b> 5 3/8" x 11"	<b>Bleed</b> 8 3/8" x 7 1/4"	<b>Bleed</b> 5 3/8" x 7 3/4"
<b>1/2 Page Horiz.</b> Non-bleed 7" x 5"	<b>1/3 Page Horiz.</b> Non-bleed 4 5/8" x 4 7/8"	<b>1/3 Page Vert.</b> Non-bleed 2 1/4" x 10"	
<b>Bleed</b> 8 3/8" x 5 9/16"	<b>Bleed</b> 5 3/8" x 5 9/16"	<b>Bleed</b> 3" x 11"	

## MECHANICAL SPECIFICATIONS

### ► Publication Trim Size

8-1/4" x 10-3/4"

### ► Printing Process

Web offset with saddle-stitch binding; High folio lap; Jogs to head.

### ► Bleed Process

**No additional charges for bleed ads.** Please allow at least 1/8" for bleed trim. Additionally, please make sure all live matter is at least 5/16" from the magazine's final trim dimensions.

### ► Screens

133 line for four-color ads; 120 line for one and two-color ads.

### ► Ad Materials

Offset negatives, right reading, emulsion side up preferred. Also acceptable are (1) offset negatives, right reading emulsion side down and (2) velox/stats. **Laser printed copy is not acceptable.** Any additional charges incurred in the preparation or reworking of any materials will be billed to the advertiser. All ad materials will be discarded after twelve months.

### ► Color Identification

**Color proofs must accompany all 4-color ad materials.** An overlay with color placement clearly marked must be submitted for all 2-color ads.

### ► Inserts

A sample or mock-up must be provided before the closing date for approval and verification of postal compatibility. Inserts must be shipped (folded and untrimmed) to Publisher's printer.

### ► List Rental

Please contact our list manager, Bush Company, Inc., at 949-752-4210 for further information.

### ► Advertising Office

Insertion orders:

**Discipleship Journal**  
Attn: Advertising Dept.  
P.O. Box 35004, Colorado Springs, CO 80935

Ad materials:

**Discipleship Journal**  
Attn: Advertising Dept.  
3820 North 30th Street  
Colorado Springs, CO 80904