

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% 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.

Pray!

MISSION STATEMENT

To challenge and equip believers to pray more diligently and effectively and to encourage them to "step out of their comfort zones" in regard to prayer. To inform believers of the scope of the prayer movement and its organizations.

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www.praymag.com

Pray!

Rate Card #5

Effective
March
2001

ISSUE 25 (Jul/Aug 2001)

through

ISSUE 30 (May/June 2002)

RATES

► Circulation

Rates are based on an average circulation of 35,000 copies per issue during the term of this rate card.

► One Color

	1X	3X	6X	12X	18X
Full Page	\$1295	\$1255	\$1215	\$1155	\$1105
2/3 Page	1055	1025	995	955	915
1/2 Page-Vert	955	925	895	865	815
1/2 Page-Horz	855	825	795	765	725
1/3 Page	635	615	595	575	545
1/6 Page	425	415	405	385	365

► Two Color (ROP)

	1X	3X	6X	12X	18X
Full Page	\$1485	\$1445	\$1395	\$1345	\$1285
2/3 Page	1255	1215	1175	1125	1075
1/2 Page-Vert	1145	1115	1075	1035	985
1/2 Page-Horz	1045	1015	985	945	905
1/3 Page	805	785	755	725	695
1/6 Page	585	565	555	525	505

► Premium Pages

	1X	3X	6X	12X	18X
Cover 4	\$1825	\$1775	\$1715	\$1645	\$1575
Cover 2	1755	1705	1655	1585	1505
Cover 3	1715	1665	1615	1545	1478

► Preprinted Inserts

	1X	3X	6X	12X	18X
4-Page Bind-In	\$2355	\$2285	\$2205	\$2115	\$2025
2-Page Bind-In	1565	1505	1465	1405	1345

► We Print

	1X	3X	6X	12X	18X
Bind-In Card (2C/1C)	\$1075	\$1045	\$1015	\$975	\$925

► Wrap

Rates are based on an average circulation of 25,000 wraps/issue.

	1X	3X	6X	12X	18X
2 Full Pages (Cvrs 3 & 4 - 2C)	\$1915	\$1845	\$1795	\$1715	\$1645
2/3 Pg Horiz (Cvr 2 - 2C)	825	805	775	745	715
Bind-In Card (Ganged - 2C)	805	785	755	725	695

ISSUE SCHEDULE

MAGAZINE ISSUE & THEME	SPACE CLOSING	MATERIALS DUE	START SHIP DATE
Issue 25 <i>Jul/Aug 2001</i> Cultural Aspects of Prayer	5/10	5/17	6/19
Issue 26 <i>Sep/Oct 2001</i> Relationship between Hearing God and Obedience	7/12	7/19	8/21
Issue 27 <i>Nov/Dec 2001</i> Emptying Yourself to Pray God's Will	9/13	9/20	10/23
Issue 28 <i>Jan/Feb 2002</i> Developing Your Personal Prayer Life	11/8	11/15	12/18
Issue 29 <i>Mar/Apr 2002</i> Waiting on God	1/10	1/17	2/18
Issue 30 <i>May/June 2002</i> Mobilizing People to Prayer (Personally and Corporately)	3/12	3/19	4/22

For advertising placement contact:

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

AD SIZES

Full Page Non-bleed 7" x 10" Bleed 8 3/8" x 11"	2/3 Page Vert. Non-bleed 4 5/8" x 10" Bleed 5 3/8" x 11"	2/3 Page Horiz. Non-bleed 7" x 6 1/2" Bleed 8 3/8" x 7 1/4"	1/2 Page Vert. Non-bleed 4 5/8" x 7" Bleed 5 3/8" x 7 3/4"
1/2 Page Horiz. Non-bleed 7" x 5" Bleed 8 3/8" x 5 9/16"	1/3 Page Horiz. Non-bleed 4 5/8" x 4 7/8" Bleed Not available	1/3 Page Vert. Non-bleed 2 1/4" x 10" Bleed Not available	1/6 Page Vert. Non-bleed 2 1/4" x 4 7/8" Bleed Not available

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 charge for bleed ads.

Please allow 1/8" for bleed trim. Publisher assumes no responsibility for live matter falling within 5/16" of the magazine's fold or trim.

► Screens

Maximum 133 line screen for all ads.

► Ad Materials

Offset negatives, right reading, emulsion side down preferred. Velox/stats are also acceptable for one color ads (as long as ad does not contain a background screen). **Laser printed copy is not acceptable.** Any charges incurred in the reworking of ad materials will be billed to the advertiser. All ad materials will be discarded after twelve months.

► Color Identification

Color placement must be clearly marked 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. Advertiser must ship approved inserts 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:
Pray! Magazine
Attn: Advertising Dept.
P.O. Box 35004, Colorado Springs, CO 80935

Ad materials:
Pray! Magazine
Attn: Advertising Dept.
3820 North 30th Street
Colorado Springs, CO 80904