

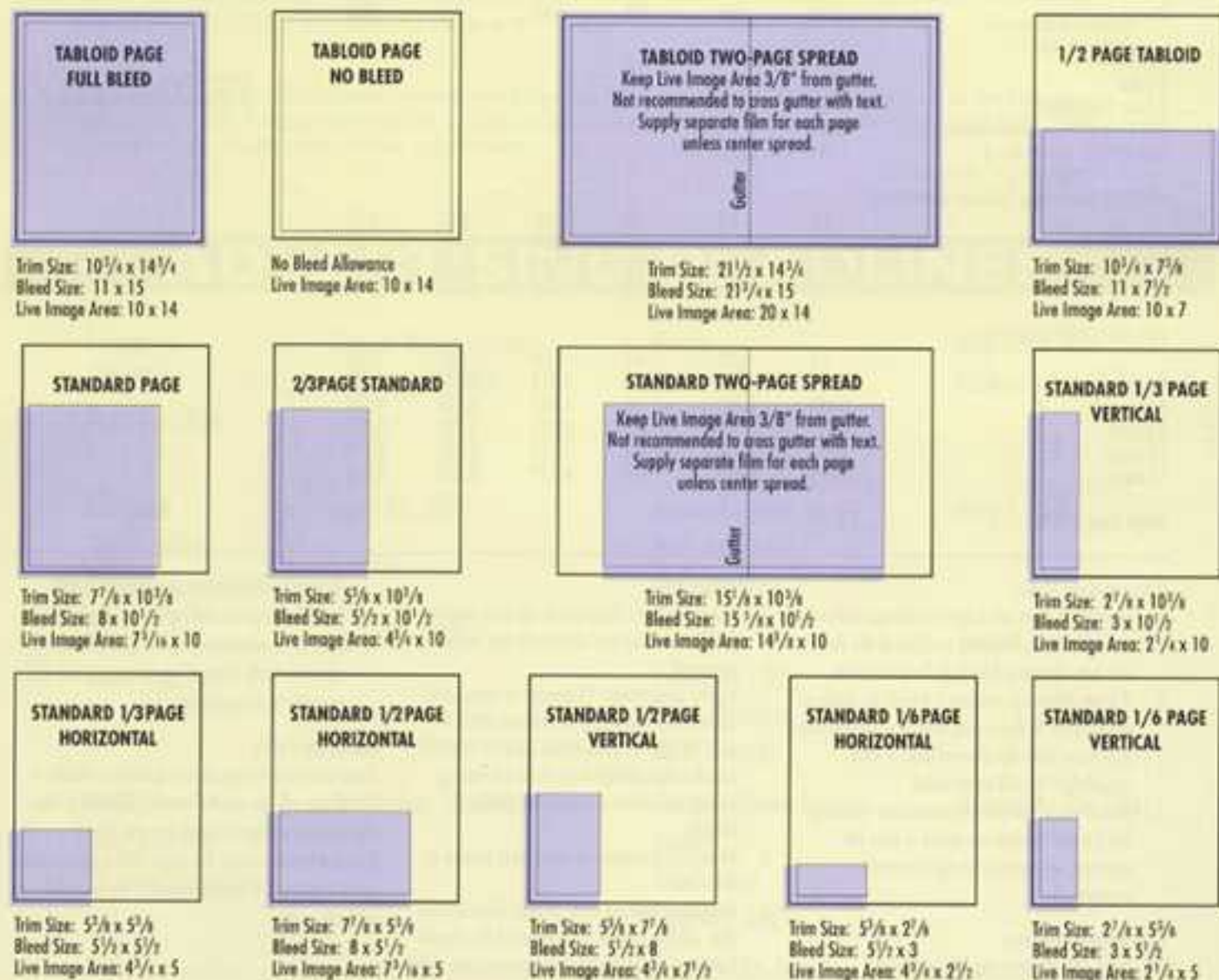
## Material Specifications

1. Trim and bleed sizes: Trim size 10 1/4" x 14 1/4". Bleed page size 11" x 15". Important illustrations and type matter should be kept 1/8" from trim and 1/4" 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.
6. Advertiser will be billed for preparation charges when publication typesets advertisements, makes color separations, designs

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. All spread film must be provided as single pages (otherwise production charges will be applied).
9. 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.
10. Electronic Media: MAC format, QuarkXpress, EPS/TIFF or CMYK. Call for full digital guidelines.

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



## Inspirational Giftware

A trade publication dedicated to exclusively covering the giftware market!



In today's retail market, the demand for inspirational gift items is at an all-time high. Both general and Religious retail stores are recognizing this trend and expanding their floor space to accommodate more giftware products.

As an advertiser, *Inspirational Giftware* is a vital link to expand your existing market or cross over into a new one. No other publication is dedicated to exclusively covering the inspirational and religious gift market. *Inspirational Giftware* provides you with unprecedented exposure to both Christian and general market stores.

Our unparalleled reputation for delivering up-to-the-minute industry news, product information and educational features is the high standard of *Inspirational Giftware* magazine.

*Inspirational Giftware* is an endless source for information on collectibles, apparel, jewelry, stationery, toys, games, gift books, one-of-a-kind gift items, framed art, greeting cards, and much more.

Take a look at the following demographics pertaining to the inspirational gift market:

- Sales in the religious and inspirational products category hit \$3.75 billion last year. That's more than a 40% increase in the past six years.
- By the year 2001, sales are estimated to reach \$5.36 billion in the inspirational category.
- The fastest growing product category is stationery and gifts representing \$1.7 billion.

For editorial or publicity contact:  
Rhonda Sholar, Editor at 407-333-0600 or  
sholar@strang.com.

# CIRCULATION

Press Run 14,000 copies per issue with the exception of the Winter and Summer Show of Shows issues, in which there is bonus circulation of 1000 or more copies distributed at various trade shows.

8,000	Religious Retail Stores
5,000	General Market Stores
+ 1,000	Industry Reader Subscriptions
<hr/>	
14,000	Press Run

## STRAIGHT TALK

"The response we have received from our ads in 'IG' has been fantastic. Both gift stores and Christian retail stores have given us more orders than any other 'trade' ads we have done. Thanks 'IG'!"

**Ryan Howard**  
Howard Publishing Co.

"I would like to inform you of the overwhelming positive response that your article in 'IG' had on our efforts here at Heart Gifts. Your publication must receive a lot of attention in the retail industry. We have had many calls that tell us they heard about Heart Gifts by reading the article in 'IG'."

**Theresa Thibault**  
Heart Gifts

"Jill and I wanted to let you know how well your magazine 'IG' is doing for us. We decided to test all the Christian publications with a small, four-color ad. The ads in 'IG' gave us the most positive leads that resulted in sales. The response has actually exceeded our expectations."

**Bill Logan**  
Bill and Jill Forgiven Jewelry

## ADVERTISING DEADLINES

Issue	Space Reservation	Focus	Material Due
SPRING Mar/Apr/May	February 9, 2001	Father's Day Wedding Season Stationary Show	February 19, 2001
SUMMER Jun/Jul/Aug <i>*Bonus Circulation</i>	April 23, 2001	Show of Shows Issue Back to School Fall Holidays	May 1, 2001
FALL Sept/Oct/Nov	July 25, 2001	Christmas Valentine's Day Baby Products IGGY Awards	August 2, 2001
WINTER Dec/Jan/Feb <i>*Bonus Circulation</i>	November 13, 2001	Show of Shows Issue Easter Graduation Mother's Day	November 21, 2001

To advertise, contact our national sales office at 407-333-0600 or fax us at 407-333-7100.

# AD RATES

EACH ISSUE,  
AN EXCLUSIVE  
AUDIENCE OF

**13,000**  
RETAILERS

VIEW  
Inspirational  
Giftware.

SHOULDN'T  
YOU?  
BE THERE?

### TABLOID SIZE - BLACK & WHITE

	1X	3X	6X	12X	18X	24X
Tabloid 2 page spread	\$4,584	4,403	4,219	4,059	3,901	3,741
Tabloid full page	2,540	2,444	2,348	2,254	2,166	2,078
Tabloid 1/2 page	1,496	1,434	1,369	1,321	1,266	1,210

### STANDARD - BLACK AND WHITE

	1X	3X	6X	12X	18X	24X
Standard 2 page spread	\$3,543	3,390	3,263	3,129	3,009	2,883
Standard page	1,766	1,698	1,631	1,560	1,496	1,441
Standard 2/3 page	1,449	1,394	1,338	1,283	1,225	1,179
Standard 1/2 page	1,258	1,210	1,155	1,116	1,070	1,019
Standard 1/3 page	908	869	829	796	764	733
Standard 1/6 page	525	501	488	463	445	430

### COLOR

4 Color	\$595
2 Color (PMS match)	\$450
ROP (Run of Press/Unspecified color)	\$300
Special Positions and Bleed	10% of B/W space

### COVERS (Including 4-Color and Bleed)

	1X	3X	6X	12X	18X	24X
Cover 2:	\$4,200	4,036	3,873	3,721	3,570	3,426
Cover 3:	4,121	3,958	3,800	3,649	3,505	3,360
Cover 4:	4,555	4,371	4,194	4,030	3,859	3,708

### PRE-PRINTED INSERTS

	1X	3X	6X	12X	18X	24X
4 pages:	\$3,978	3,820	3,663	3,518	3,374	3,249
6 pages:	5,605	5,381	5,165	4,955	4,751	4,561
8 pages:	6,805	6,530	6,274	6,018	5,781	5,553
12 pages:	8,511	8,164	7,843	7,523	7,225	6,924
16 pages:	9,870	9,470	9,096	8,729	8,374	8,046

Single sheet inserts \$2,750

### General Rate Policy

- 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.
- 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% cancellation fee will be assessed.
- 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

- Terms: 2% 10 days, net 30 days from

invoice date.

- New advertisers: Payment in advance required for first insertion and until credit has been approved.
- 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.
- All foreign accounts are required to prepay in U.S. funds.
- 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 post-due balance is paid.

- 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.

PRODUCT

PRICE

PLACE

PROMOTION