

## LUTHERAN PARTNERS

### GUIDELINES FOR DIGITAL PRINT ADS

- MATERIALS DEADLINES MUST BE OBSERVED.
- Ads supplied digitally should be provided as high resolution PDF or EPS files with fonts embedded or converted to outlines. Other formats accepted, but discouraged, are InDesign, QuarkXpress or Adobe Illustrator saved on CD as native files and in Macintosh format. Ads prepared using word processing software (Microsoft Word, WordPerfect, etc.) will not be accepted. E-mail [lutheranpartners@augzburgfortress.org](mailto:lutheranpartners@augzburgfortress.org) if your ad must be supplied using other formats or if you need information on how to set up Acrobat Distiller to produce high-quality PDFs.
- PAY CLOSE ATTENTION TO THE AD SIZES INDICATED. Bleeds for full-page ads should extend 1/8" beyond the trim size and note the live area for full page.
- A hard copy of the ad and listing of fonts and graphic files must be included for ads not supplied as PDF or EPS.
- All fonts not embedded or converted to outlines must be supplied, including those used in EPS graphics. (Type 1 Postscript preferred; other font formats may cause printing problems and require substitution of similar font.)
- All graphics must accompany your page file. Art and images must be high resolution (266-300 DPI) TIFF or EPS file format, CMYK, grayscale or vector line art. Graphics should be 100% of finished size.
- Please use file names that include the advertiser's name as it appears on the reservation.
- Special instructions should be clearly written along with the name, address and phone number of contact person and advertiser.
- Send ads electronically to [lutheranpartners@augzburgfortress.org](mailto:lutheranpartners@augzburgfortress.org)

### GUIDELINES FOR ONLINE ADS

#### RUN-OF-SITE

Prominent placement is within the right-hand column of each page of Lutheran Partners, above all corporate internal advertising. Lutheran Partners complies with the Interactive Advertising Bureau interactive standards and guidelines and internet ad unit guidelines for online advertising.

## LUTHERAN PARTNERS

#### ACCEPTED FILE TYPES

Files are accepted in GIF, JPG/JPEG, and SWF formats (include the object-to-object code if submitting SWF files).

#### ANIMATED GIFS

Animated GIF ads are accepted for Buttons 1 and 2 only with a maximum of three rotations.

#### ALT-TEXT AND CLICK-THROUGH INFORMATION

Alt-Text may or may not be submitted as the advertiser sees fit. Click-through information is required for all ads (link information).

#### POP-UP / POP-UNDER ADS

Pop-up and pop-under ads are not accepted by Lutheran Partners and ads may not launch pop-up or pop-under ads when clicked through.

#### COOKIES

Ads may not set cookies until clicked though.

#### FILE TRANSFER

E-mail files to [david.scott@elca.org](mailto:david.scott@elca.org) and [jmaymkt@earthlink.net](mailto:jmaymkt@earthlink.net).

#### THIRD-PARTY IMAGE SERVING

The use of third party image serving and link tracking is allowed with the following exceptions:

- a. Buttons may not launch pop-up or pop-under windows.
- b. Buttons may not serve third-party cookies before click through.
- c. Link must allow user to use browser "back" button to return to ELCA.org page clicked from.

#### ROTATION OF ADS

Ads may be substituted once during any two-month advertising period (if not using third party image serving).

#### DEADLINES

Ads must be submitted 72 hours before campaign start date, Monday through Friday.

#### REFUSAL, REVISION, OR REVOCATION OF AD

The Evangelical Lutheran Church in America reserves the right to refuse ads or request revisions.

#### TECHNICAL QUESTIONS

Please address all technical questions to [david.scott@elca.org](mailto:david.scott@elca.org)

LUTHERAN  
PARTNERS  
MAGAZINE

and

LUTHERAN  
PARTNERS  
ONLINE

Serving Leaders of the  
Evangelical Lutheran Church  
in America (ELCA)

## Advertising Rates & Guidelines

- Print
- Online

RATE CARD  
No. 22

Effective January 1, 2008

## LUTHERAN PARTNERS

SERVING THE LARGEST BODY OF LUTHERANS  
IN THE UNITED STATES...

10,470 CHURCHES, 4,774,203 MEMBERS

**Circulation:** 20,000

17,671 ELCA Pastors and 1,270 Rostered Lay  
Ministers plus Lay Church Staff and Seminarians

### ADVERTISING RATES (Rates are for 4-color)

Space	1-time	3-time	6-time
Full page	\$1500	\$1450	\$1400
2/3 page	1165	1130	1100
1/2 page	925	895	865
1/3 page	580	560	540
1/6 page	380	365	350
Cover 4	1900	1800	1700
Covers 2, 3	1790	1690	1590

Orders for covers are firm and may not be cancelled.

### MARKET RESOURCES — Small Space Ads

*Ad size (column width = 2.25")*

1 col. x 1"	\$125
1 col. x 1 1/2"	168
1 col. x 2"	210
1 col. x 2 1/2"	253
1 col. x 3"	295
1 col. x 3 1/2"	338

### ONLINE ADVERTISING

Banner and button ads run-of-site excluding entry page. Minimum run 2 months. Net monthly cost:

Name	Pixel Size @ 72dpi	Max Alt-Text Word Count	Max File Size	Rate
Button 1	120 x 90	15 wds	15kb	\$125
Button 2	120 x 60	10 wds	10kb	\$100
Vert. Banner	120 x 240	25 wds	20kb	\$200

Submit files in final size and resolution (72 dpi). See "Guidelines for Online Ads" for specifications.

### PRINTING MATERIAL

Ads must be actual size. Electronic files are preferred. See "Guidelines for Submitting Digital Ad Files" for specifications.

## LUTHERAN PARTNERS

### ISSUE/CLOSING DATES

	Reservations	Materials
January/February	October 15	November 1
March/April	December 15	January 2
May/June	February 15	March 1
July/August	April 15	May 1
September/October	June 15	July 1
November/December	August 15	September 1

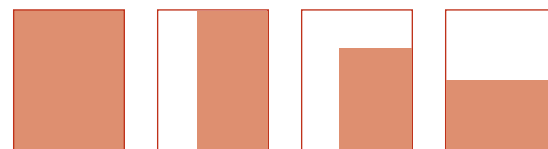
### MECHANICAL REQUIREMENTS

Publication trim size: 8.375" wide x 10.875" deep.

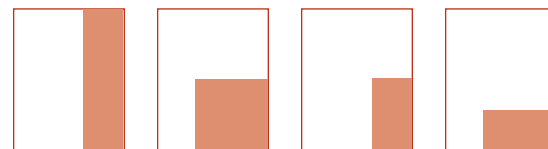
*Dimensions (width by depth in inches)*

	Vertical	Horizontal
Full page	7.25 x 9.75	
2/3 page	4.75 x 9.75	
1/2 page	4.75 x 7.25	7.25 x 4.75
1/3 page	2.25 x 9.75	4.75 x 4.75
1/6 page	2.25 x 4.75	4.75 x 2.25

Full page    2/3 page    1/2 page (V)    1/2 page (H)



1/3 page (V)    1/3 page (H)    1/6 page (V)    1/6 page (H)



### MATERIAL

Send advertising material to:

[lutheranpartners@augsbuorgfortress.org](mailto:lutheranpartners@augsbuorgfortress.org)

or

Lutheran Partners

c/o Augsburg Fortress, Publishers

8765 W. Higgins Road—7th Floor

Chicago, IL 60631-4101

## LUTHERAN PARTNERS

### INSERTION ORDERS

Send to: J. May Marketing/Media  
1410 W. Higgins Road, Ste. 201  
Park Ridge, IL 60068-5769  
FAX: 847-823-4547  
E-MAIL: [jmaymkt@earthlink.net](mailto:jmaymkt@earthlink.net)

Jeannette May 847-823-4545  
800-823-4544

### BILLING

*Credit/Billing*

Space invoices due net 30 days to established agencies and advertisers. New advertisers and unlisted agencies must establish credit by sending full payment and a completed credit application with first order.

### CONTRACT AND COPY REGULATIONS

Multiple insertions are to be used within 12 months. Failure to earn frequency discount will result in short-rate billing. Contracts in effect at the time of a rate change will be protected for the following two issues. No cancellation accepted after closing date. No cancellation of covers within 60 days of issue date. Cancellations must be made in writing. Ad materials will not be returned unless specifically requested. The publisher is not responsible for incorrect key codes.

### ADVERTISING POLICY

The publisher reserves the right to reject any advertising for any reason at any time even though previously acknowledged. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.

[www.elca.org/lutheranpartners](http://www.elca.org/lutheranpartners)