

# 2018-2019 MEDIA KIT

**THE LUTHERAN WITNESS**

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# ABOUT *THE LUTHERAN WITNESS*

The flagship magazine of The Lutheran Church–Missouri Synod, *The Lutheran Witness* offers synodical news, reports from Lutherans around the world, feature articles, columns, Q&As, a Bible study, and more. Available both digitally and in print format, *The Lutheran Witness* is a monthly publication with a June/July combined issue.

Concordia Publishing House is the official publishing arm of The Lutheran Church–Missouri Synod. Lutheran customers have long trusted Concordia Publishing House to provide timely, doctrinally sound articles, and *The Lutheran Witness* has provided that for 130 years.



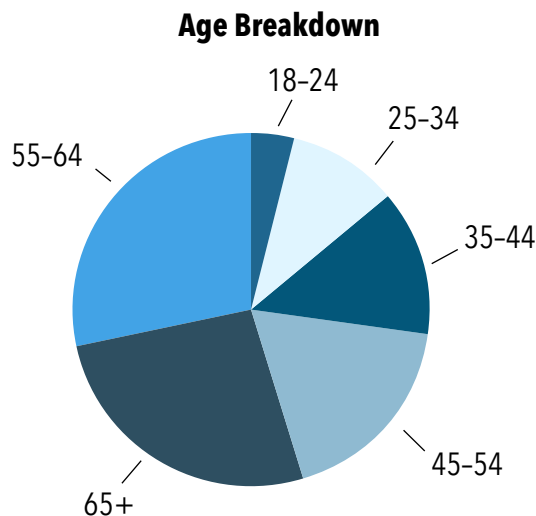
## AUDIENCE PROFILE



54%  
male



46%  
female



**95%** of subscribers are LCMS churches buying in bulk for their congregation members.

**100,000** copies in circulation per issue.

# ADVERTISING RATES

All prices noted are for color ads and per placement. Prices in effect until December 31, 2019.

## COVERS

	1 Time	6 Times	11 Times
Cover 2 (Full Page)	\$9,000	\$8,100	\$7,200
Cover 3 (Full Page)	\$9,000	\$8,100	\$7,200
Cover 4 (Horizontal 2/3 Page)	\$8,000	\$7,200	\$6,400

## INTERIOR ADS

	1 Time	6 Times	11 Times
Full Page	\$6,000	\$5,400	\$4,800
2/3 Page	\$5,200	\$4,680	\$4,160
1/2 Horizontal Page	\$3,600	\$3,240	\$2,880
1/3 Page	\$2,400	\$2,160	\$1,920
1/4 Page	\$2,000	\$1,800	\$1,600
1/6 Page	\$1,600	\$1,440	\$1,280

A 15% discount is available for all LCMS qualified RSO companies.

# ADVERTISING DEADLINES

Issue	Space Reservation	Materials Due
June/July 2018	04/16/2018	04/30/2018
August 2018	06/14/2018	06/28/2018
September 2018	07/18/2018	08/01/2018
October 2018	08/14/2018	08/28/2018
November 2018	09/17/2018	10/01/2018
December 2018	10/15/2018	10/29/2018
January 2019	11/09/2018	11/27/2018
February 2019	12/12/2018	12/28/2018
March 2019	01/14/2019	01/29/2019
April 2019	02/13/2019	02/27/2019
May 2019	03/14/2019	03/28/2019
June/July 2019	04/15/2019	04/30/2019
August 2019	06/13/2019	06/27/2019
September 2019	07/17/2019	07/31/2019
October 2019	08/14/2019	08/28/2019
November 2019	09/17/2019	10/01/2019
December 2019	10/14/2019	10/28/2019

# AD SPECS

**1/6 page - Vertical** - 2.85" x 4.6379"

**1/6 page - Horizontal** - 4.3618" x 3.019"

**1/4 page** - 3.625" x 4.7162"

**1/4 page with Bleed** - 4" x 5.2213" (4.25" x 5.4713")

**1/3 page - Vertical with Bleed** - 2.7083" x 10.5625" (2.8333" x 10.8125")

**1/3 page - Horizontal** - 7.3819" x 3.5208"

**1/3 page - Horizontal with Bleed** - 8.125" x 3.5208" (8.375" x 3.7708")

**1/2 page** - 7.375" x 4.7162"

**1/2 page with Bleed** - 8.125" x 5.2213" (8.375" x 5.4713")

**1/2 page - Vertical** - 3.625" x 9.6875"

**1/2 page - Vertical with Bleed** - 4" x 10.5625" (4.25" x 10.8125")

**Full page** - 7.375" x 9.8125"

**Full page with Bleed** - 8.125" x 10.5625" (8.375" x 10.8125")

- If you have selected an ad with Bleed make sure to add .125" of bleed on all sides.
- When you title the ad (if it is supposed to bleed) they should note "bleed" in the title. Do not put crop marks on bleed ads.
- Titles for PDFs should be like this sample: LCEF\_May2013LW\_bleed.pdf
- No borders on any ad, unless it is decorative border. Line borders can be added when ad is placed.
- All pdfs that are sent should be CMYK and Print quality (highest/press quality) pdf resolution. NO low-res images should be put into original artwork before the PDF is created.
- PDFs noting low-res art when the magazine layout, in which it is placed, is created, will be rejected until high-res ad is created and submitted.
- If possible, original inDesign files/fonts/images (no less than 300 dpi at 100% size) should accompany pdf in case ad copy revisions are needed.

# TERMS AND CONDITIONS

With this contract, we authorize Concordia Publishing House (CPH) to publish our advertisement in *The Lutheran Witness* in accordance with the guidelines set forth herein.

The advertiser and/or advertising agency is solely responsible for the entire substance and content (including text and illustrations) of the advertising printed. Advertiser agrees to fully indemnify CPH and to hold CPH harmless from and against all liability or loss (including liability for attorney's fees and costs) and against all claims or actions, based on or arising out of the advertising printed in *The Lutheran Witness*.

All advertising content is subject to acceptance by CPH, who reserves the right to refuse any and all copy. It is CPH's policy not to accept any misleading or deceptive advertising. If accepted advertising matter resembles a current news matter, the word "Advertisement" may be added. Failure to meet deadlines for copy and/or artwork does not exempt advertiser from obligation to pay for reserved ad space.

Copy deadlines must be met to ensure publication. All changes of original copy or layout will be charged on the basis of time necessary to make such changes.

All accounts are due and fully payable upon receipt of the bill. Accounts 30 days or more past due will be charged an additional 1.5% on the unpaid balance. Accounts unpaid after 60 days will be refused advertising until the past due balance is paid in full.

# CONTRACT

The Lutheran Witness is published the 1st of every month, with a June/July combined issue.  
Ad cancellations will be subject to a 25% cancellation fee.

New Ad Contract:

Contract Revision:

Original Date:

Today's Date:

Advertiser:

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Agency:

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Contact Name:

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Contact Email:

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Phone:

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Phone:

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Contact Phone Number:

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Dates of Insertions:


Name of Ad:


Ad Placement:


Rate per Ad:


Number of Insertions:

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Grand Total \$

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Notes and Additional Information:

There will be a \$75 fee to transfer or rebuild ad submissions that do not meet the specifications.

Signature:

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Questions? Please send all advertisement correspondence to:

Graham Currie  
Advertising Sales

Concordia Publishing House  
3558 South Jefferson Ave.  
St. Louis, MO 63118-3968

[graham.currie@cph.org](mailto:graham.currie@cph.org)  
314.268.1241