

# Advertising Rate Sheet for *The Circuit Rider* – Souvenir Journal

Advertise in *The Circuit Rider* – Souvenir Journal!

This souvenir journal will serve as your go-to guide for all 2018 Session of the Mississippi Annual Conference happenings and close-by points of interest. Additionally, it will highlight the mission and ministry happening throughout the Mississippi United Methodist Conference.

To place an advertisement in the souvenir journal, send an email to [echapman@mississippi-umc.org](mailto:echapman@mississippi-umc.org) or call, 601-354-0515.

## Deadline for Ad Placement:

• **Ads Requiring Design and Layout: 3:00 p.m. April 10, 2018** Email information to [echapman@mississippi-umc.org](mailto:echapman@mississippi-umc.org).

Ad Design and Layout Fee: SEE NOTES BELOW RIGHT.

• **Print Ready Ads: 3:00 p.m. April 17, 2018** Email to [echapman@mississippi-umc.org](mailto:echapman@mississippi-umc.org) for file upload instructions.

Print Ready Guidelines: SEE NOTES BELOW RIGHT.

## Publication Date:

2,500 will be printed BEFORE the 2018 Annual Conference. One souvenir journal will be included in each member's annual conference materials packet.

## Rates and Ad Size Specifications

*Please note that ALL ads are full-color.*

Ad Size	Width x Height (inches)	Rates
*Spread	Bleed Area: 16.25" x 10.75" **Live Area: 15" x 9.5"	<b>\$1,600.00</b>
Full Page Bleed	Bleed Area: 8.25" x 10.75" **Live Area: 6.833" x 9.5"	***Prime Location: <b>\$800.00</b> Standard: <b>\$760.00</b>
Full Page Non-Bleed	6.833" x 9.5"	***Prime Location: <b>\$800.00</b> Standard: <b>\$760.00</b>
2/3 Page Vertical	4.375" x 9.5"	<b>\$500.00</b>
1/2 Page Horizontal	6.75" x 4.625"	<b>\$380.00</b>
1/3 Page Square	4.375" x 4.625"	<b>\$250.00</b>
1 Column x 4.625"	2.125" x 4.625"	<b>\$120.00</b>
2 Columns x 2.1875"	4.375" x 2.1875"	<b>\$80.00</b>

**\*Spread** - Create document as two full pages. For spreads bleeding across gutter, allow no safety for photographs. Do not mirror image in gutter. For body copy, allow 3/8" on each side of gutter. For headlines, split copy at gutter between letters, and allow 3/8" safety on each side of gutter.

**\*\*Live Area** - All headlines and text should be contained within the "Live Area" measurement.

**\*\*\* Full page, Prime Location** - Inside Front Cover, Inside Back Cover or Back Cover. **Prime location choice on a first come first served basis.**

## Notes:

**Ad Design and Layout Fee:** A 30% mark up will be applied to the Ad Rate. A PDF proof will be emailed for client's final print approval.

**Print Ready Guidelines:** Preferred file format is a maximum quality PDF. JPG files that were created and saved at 300 resolution are also acceptable.

**When creating Print Ready files, please:**

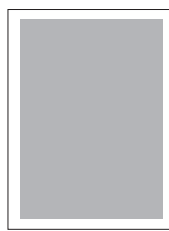
- Design in CMYK, not RGB
- Any photos used should be 300 resolution at actual size
- Flatten all artwork
- Convert all text to outlines
- Embed all images
- Rasterize any vector files with effects, such as drop shadows, glows and gradients



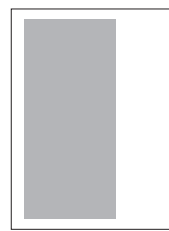
2 PAGE SPREAD  
(BLEED ONLY)



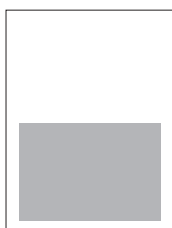
FULL PAGE  
BLEED



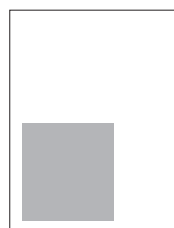
FULL PAGE  
NON-BLEED



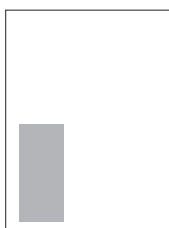
2/3 PAGE



1/2 PAGE  
HORIZONTAL



1/3 PAGE  
SQUARE



1 COL. X 4.625"  
(TEXT ONLY)



2 COL. X 2.1875"  
(TEXT ONLY)