

ADVERTISING RATES, SPECIFICATIONS, & POLICIES
The Moravian Magazine

Ad Description	Ad Size (width by height)	2018 Rate per insertion		
		1-3 time insertion	4-9 time insertion	10 time insertion
1 column x 1"	2.375" x 1"	\$90	\$87.50	\$85
1 column x 2"	2.375" x 2"	\$135	\$130	\$125
Quarter Page	2.375" x 3.875"	\$190	\$185	\$185
Half Page	5" x 3.875"	\$320	\$315	\$310
Back Page, Three-Quarter page size	3.25" x 8"	\$470	\$460	\$450
Full Page, Inside front cover	5" x 8"	\$600	\$580	\$560
Full page, inside back	5" x 8"	\$575	\$555	\$535

- **Ads MUST be the correct specifications as indicated above. If we need to make the art fit our specifications, additional fees will be applied.**
- Color or Black & White are the same price.
- Format: Adobe InDesign CS4 or greater, Press-Ready PDF or Macintosh EPS.
- Include all files and fonts, POSTSCRIPT FONTS ONLY
- Current printed proof or accurate PDF of composed piece.
- Line art scans should be at least 1200 dots per inch (and in place).
- Scans for half-toning should be 266 dots per inch (and in place).
- Files can be submitted via email or on CD.
- If no camera-ready art is available, **Design/Typesetting charges** can be provided at a rate of **\$60.00** per hour.

Artwork must be received by the deadline of the month the ad appears. (See Camera-Ready Art/Ad Deadline section on the 2018 Deadlines Chart below)

Once your space is reserved it is your responsibility to get the advertisement to our office by the set deadline in the specifications (sizing) indicated above. (See CAMERA READY ART/AD DEADLINE section on 2018 Deadlines Chart below). In the event of ad cancellation, notification must be made by the first of the month prior to publication (ie. August 1 for the September issue) or you will be charged the cost of your advertisement regardless of whether your advertisement appears.

Ad Policy for *The Moravian*

1. *The Moravian* accepts advertising that is consistent with the magazine's objectives and editorial convictions as they are stated in the purpose and mission of the Interprovincial Board of Communication.
2. Advertisements for activities, services, and products of specific interest to members of the Moravian Church have priority.
3. The Moravian does not accept purely editorial advertisements that advocate specific ideas or issues. Articles, columns, and letters to the editor are the appropriate vehicles for the presentation of ideas and issues.
4. The Interprovincial Board of Communication is responsible for the content and design of the magazine, including advertisements.

We are only permitted to have 10% of our magazine be advertising. Advertising space fills up quickly and is reserved on a first come, first serve basis. **The ad space is guaranteed reserved only when the reservation form has been completed and returned to the communication office.** Customers will be invoiced after their ad has appeared and will include a copy of ad as it appeared.

For more information, please contact Sue Kiefner at (800) 732-0591 ext. 26.

Thank you for your interest in advertising in *The Moravian*, and we look forward to hearing from you.

MORAVIAN MAGAZINE DEADLINES FOR 2018

Issue	Article/Camera Ready Art Submission Date	Target Publication/Online Date
Jan/Feb 2018	January 5, 2018	January 26, 2018
March 2018	February 8, 2018	March 6, 2018
April 2018	March 2, 2018	March 30, 2018
May 2018	April 5, 2018	May 1, 2018
June/July 2018	May 18, 2018	June 15, 2018
August 2018	July 6, 2018	August 2, 2018
September 2018	August 1, 2018	August 30, 2018
October 2018	September 5, 2018	September 29, 2018
November 2018	October 4, 2018	October 30, 2018
December 2018	November 6, 2018	December 4, 2018
Jan/Feb 2019	January 2, 2019	January 23, 2019

Advertise in *The Moravian* magazine!

Yes! I'm interested in advertising with *The Moravian* in 2018

Name: _____

Business: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email: _____

I want to reserve my space today!

Ad Size preferred: ___ 1 column x 1" ___ 1 column x 2" ___ Quarter Page ___ Half Page
___ Full Page ___ ~~Three-Quarter Page (Back Cover)~~ **[SOLD OUT for 2018]**

Number of Runs: _____

Preferred Month(s)

Jan/Feb. 2018 ___ March 2018 ___ April 2018 ___ May 2018 ___ June/July 2018 ___

August 2018 ___ Sept. 2018 ___ Oct. 2018 ___ Nov. 2018 ___ Dec. 2018 ___

By signing below, I understand the required camera-ready art specifications. I agree that if I need to cancel my advertisement, I will do so by the first of the month prior to publication (ie. August 1 for the September issue). If I do not give this adequate notice, I understand I will be charged for the cost of my advertisement regardless of whether the ad appears or not.

Signature _____

Date _____

Please complete & mail this form to:

Interprovincial Board of Communication
Attention: Moravian Magazine Advertising
PO Box 1245, Bethlehem, PA 18016-1245

... or scan and e-mail this form to
moravianmagazine@mcnp.org

... or fax form to IBOC at 610-866-9223
(please call to verify receipt)

All questions regarding advertising should be directed to Sue Kiefner, Communication Assistant, by calling 610-867-7566 ext. 26 or toll free at 1-800-732-0591 ext. 26, or e-mail moravianmagazine@mcnp.org with a subject of MORAVIAN ADVERTISING.