

**ADVERTISING RATES, SPECIFICATIONS, & POLICIES**  
***The Moravian Magazine***

Ad Description	Ad Size (width by height)	2016 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 2015-16 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 2015-16 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 Mike Riess at (800) 732-0591 ext. 27.

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

### MORAVIAN MAGAZINE DEADLINES FOR 2015-15

Issue	Article/Camera Ready Art Submission Date	Publication Date
Nov. 2015	Sept. 24, 2015	Nov.1, 2015
Dec. 2015	Oct. 22, 2015	Dec. 1, 2015
Jan./Feb. 2016	Dec. 3, 2015	Jan. 15, 2016
March 2016	Jan. 21, 2016	March 1, 2016
April 2016	Feb. 28, 2016	April 1, 2016
May 2016	March 24, 2016	May 1, 2016
June 2016	April 27, 2016	June 1, 2016
July/Aug 2016	May 29, 2016	July 25, 2016
Sept. 2016	July 23, 2016	Sept. 3, 2016
Oct. 2016	Aug. 27, 2016	Oct. 1, 2016
Nov. 2016	Sept. 28, 2016	Nov. 1, 2016
Dec. 2016	Oct. 25, 2016	Dec. 1, 2016

## Advertise in *The Moravian* magazine!

**Yes! I'm interested in advertising with *The Moravian* in 2016**

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 \_\_\_ Three-Quarter Page (Back Cover) \_\_\_ Full Page

Number of Runs: \_\_\_\_\_

Preferred Month(s)

Nov. 2015 \_\_\_ Dec. 2015 \_\_\_ Jan/Feb. 2015 \_\_\_ March 2016 \_\_\_ April/May 2016 \_\_\_

= June 2016 \_\_\_ July 2016 \_\_\_ Aug 2016 \_\_\_ Sept. 2016 \_\_\_ Oct. 2016 \_\_\_

Nov. 2016 \_\_\_ Dec. 2016 \_\_\_

***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](mailto: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 Mike Riess, Moravian Magazine Editor, by calling 610-867-7566 ext. 27 or toll free at 1-800-732-0591 ext. 27, or e-mail [moravianmagazine@mcnp.org](mailto:moravianmagazine@mcnp.org) with a subject of MORAVIAN ADVERTISING.