

## 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, Microsoft Publisher, etc.) will not be accepted. E-mail [lpads@elca.org](mailto:lpads@elca.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 [lpads@elca.org](mailto:lpads@elca.org)

### GUIDELINES FOR ONLINE ADS

#### RUN-OF-SITE

Prominent placement is within the right-hand column of each page of Lutheran Partners Online, above all corporate internal advertising.

*continued on next panel...*

## LUTHERAN PARTNERS

### ACCEPTED FILE TYPES FOR ONLINE ADS

Files are accepted in GIF, JPG, PNG, and SWF formats (object-to-object code must be submitted with SWF files). All file formats except for SWF must be submitted at 72 dpi.

### ANIMATED ADS

Animated ads are accepted 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 Online 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 [lpads@elca.org](mailto:lpads@elca.org).

### THIRD-PARTY IMAGE SERVING

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

- Buttons may not launch pop-up or pop-under windows.
- Buttons may not serve third-party cookies before click through.
- Link must allow user to use browser "back" button to return to the [www.elca.org](http://www.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 FOR ONLINE ADS

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 ABOUT ONLINE ADVERTISING

Please address all questions to [jmaymkt@earthlink.net](mailto:jmaymkt@earthlink.net)

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. 24

Effective January 1, 2010

## LUTHERAN PARTNERS

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

10,396 CONGREGATIONS, 4,633,887 BAPTISED MEMBERS

**Circulation:** 20,000

17,646 ELCA Pastors and 2,354 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	\$1550	\$1500	\$1450
2/3 page	1200	1180	1150
1/2 page	960	945	930
1/3 page	615	595	575
1/6 page	415	400	385
Cover 4	1950	1850	1750
Covers 2, 3	1890	1790	1690

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 1.50"	168
1 col. x 2"	210
1 col. x 2.50"	253
1 col. x 3"	295
1 col. x 3.50"	338

**NEW!**

### 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	200 x 75	10 wds	10kb	\$100
Button 2	200 x 125	15 wds	15kb	\$125
Vert. Banner	200 x 250	25 wds	20kb	\$200

IMU standard sizes may be substituted for the same cost. Submit files in final size and resolution (72 dpi). See "Guidelines for Online Ads" for specifications.

### PRINT AD 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

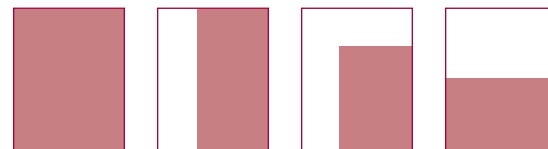
### MECHANICAL REQUIREMENTS

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

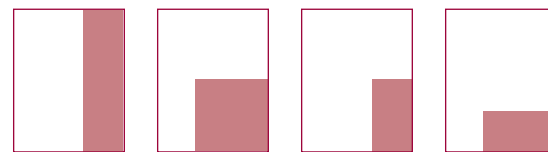
Dimensions (width by depth in inches)

	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
Back cover	7.25 x 7.25	

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:

[lpads@elca.org](mailto:lpads@elca.org)

or

Lutheran Partners  
c/o C. Sletto-ELCA/CO 5th floor  
8765 West Higgins Road  
Chicago, IL 60631

## LUTHERAN PARTNERS

### INSERTION ORDERS

Send to: J. May Marketing/Media  
1410 W. Higgins Road, Ste. 201  
Park Ridge, IL 60068-5741  
FAX: 847-823-4547  
E-MAIL: [jmaymkt@earthlink.net](mailto:jmaymkt@earthlink.net)

Jeannette May Florence Torsell  
847-823-4545 630-323-1227

### 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)