

Print Advertising Opportunities

2010 Full-Color Display Advertising Rates

Ad Size	1x	3x	6x	12x
Spread	\$ 6,270	\$ 5,830	\$ 5,610	\$ 5,280
Back Cover	\$ 4,025	\$ 3,830	\$ 3,530	\$ 3,365
Inside Front Cover	\$ 3,860	\$ 3,670	\$ 3,380	\$ 3,225
Inside Back Cover	\$ 3,690	\$ 3,510	\$ 3,235	\$ 3,085
Full Page	\$ 3,355	\$ 3,190	\$ 2,940	\$ 2,805
2/3 Page	\$ 3,080	\$ 2,915	\$ 2,720	\$ 2,585
1/2 Page Island	\$ 2,915	\$ 2,805	\$ 2,640	\$ 2,500
1/2 Page	\$ 2,575	\$ 2,450	\$ 2,275	\$ 2,175
1/3 Page	\$ 2,225	\$ 2,125	\$ 1,975	\$ 1,900

Got Direct Mail? Rent our database!

If you want to reach 20,000 ready-to-buy church leaders through direct marketing, **Church Executive's** up-to-date circulation database is the answer. For use through any licensed, bonded third-party mailing house, the list is available in whole or even in part—and can be classified by state, size of church or denomination. Customize your mailing and send your message to the masses for \$150/thousand names.



Make your presence known in our December **Buyer's Guide**.

- Option 1:** \$50 Boldface company name & contact information
- Option 2:** \$150 Includes Option 1, plus a black box around your listing
- Option 3:** \$250 Includes Options 1 & 2, plus company logo in black & white
- Option 4:** \$350 Four-color, 1/8 page ad that is provided in an electronic format

If faith-based group travel is your market, advertise in **Church Executive Travel** magazine!

Church Executive Travel magazine focuses on the booming \$10 billion faith-based and family-oriented travel market. If this ever-expanding group is your target market, reserve your space in **Church Executive Travel**. Call **1-800-541-2670** to request a media kit.



Classified ads put you in a class of your own.

Why do so many people place classified ads? Because they work! A classified ad in **Church Executive** magazine is a great way to get immediate results for anything you want to buy or sell. Contact Maria Galioto at **1-800-541-2670 ext 201** or by e-mail at mgalioto@churchexecutive.com.



Specialty Printing Enhancements

French Door Cover

Church Executive's front cover folds open from the center to invite potential customers in to view your products/services.

Gatefold Cover

Front cover unfolds to reveal your company's multiple page promotion.

Belly Band

Wrap your advertisement around the pages of **Church Executive**. Bands vary in width, card stock and color.

Half Cover Tip

Make a lasting first impression by advertising over half of **Church Executive's** front cover.

Polybag

Place your advertisement in **Church Executive's** plastic protective covering. Our polybags ensure your advertisement and our publication arrive in great condition.

Insert

Insert your message between the pages of **Church Executive** on a specialty card. Paper size and stock vary according to preference.

Blow-In

Put your advertisement on an unattached card between the pages of **Church Executive**.

Coupons

Enclose your promotional discounts within our publication or polybag.

Business Reply Card (BRC)

Reach our readers by providing your pre-addressed mail cards within our publication.

Reprints

Reprint a desired article for your own distribution (minimum 100 copies).

Direct Mail/List Rental

Mail or e-mail your promotional piece to our reader database.

Bonus Distribution

Extra distribution at the largest industry trade shows. Polybag opportunities available.

Item:	Cost
French Door Cover:	\$ 7,500
Gatefold Cover:	\$ 7,000
Belly Band: Must be supplied by advertiser to printer specs	\$ 175/Thousand
Half Cover Tip: Must be supplied by advertiser to printer specs	\$ 4,500/Issue
Polybag: Postage not included	\$ 225/Thousand
Inserts:	Call for pricing
Blow-In:	Call for pricing
Coupons:	Call for pricing
Business Reply Card (BRC):	Call for pricing
Reprints: Call The Reprint Outsource (717) 394-7350	Call for pricing
Direct Mail/List Rental:	\$ 150/Thousand
Bonus Distribution: CLA, NACBA, Church Solutions Expo & NACC	Call for pricing

Contact Rebecca Frockt for special rates
1-800-541-2670 ext 221 or rfrockt@churchexecutive.com