

# TODAY'S **Christian** LIVING



## 2018 Media Guide

CrossLife LLC

P.O. Box 282

N7528 Aanstad Rd., Suite A

Iola, WI 54945-0282

800-397-8161 Ext. 5

## PRINT AD RATES

Rates are per ad per issue run

Ad Unit 4C	1x	3x	6x
Full page	\$1,268	\$1,205	\$1,014
2/3 page	\$837	\$795	\$670
1/2 page	\$634	\$602	\$507
1/3 page	\$418	\$398	\$335
1/4 page	\$317	\$301	\$254
1/6 page	\$211	\$201	\$169
1/12 page	\$106	\$100	\$85

Resource Guide 1/4 page \$238

Special positions not noted above add 10%.

## DIGITAL RATES

Rates are per ad per issue run

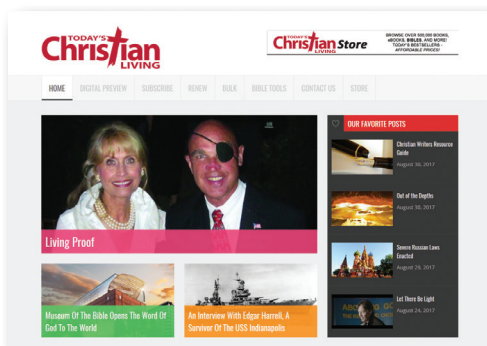
Digital Issue Sponsorship\*\* (for each monthly digital issue)

1x	3x	6x
\$300	\$240	\$180

## WEBSITE ADVERTISING

Rates are per ad per month

AD SIZES/TYPES	1 x Cost Per Month	3 x Cost Per Month	6 x Cost Per Month
Box (300x100)	\$80	\$64	\$40
Box (300x250)	\$80	\$64	\$40
Leaderboard (728 x90)	\$125	\$100	\$63



# TODAY'S Christian LIVING

## Print and eMedia Ad Rates

[www.todayschristianliving.org](http://www.todayschristianliving.org)

**T**oday's Christian Living magazine encourages, equips and engages readers with personal stories and lessons based on the Word of God.

We reach Christian readers of all ages. Through our print and increasing digital presence, advertising with *Today's Christian Living* reaches any adult Christians who are avid readers, tithe regularly, support other Christian ministries and organizations, and enjoy buying gifts and products that help them, their family and their friends grow closer to the Lord.



## Issue and Closing Deadlines

Publisher reserves the right to run a previous advertisement if copy is not received by the materials-due date. We will mail, fax or e-mail deadline dates per request.

## Contact Information

**Jill Maggio**, Today's Christian Living magazine

(800) 397-8161, Ext. 5

Fax: (715) 445-4053

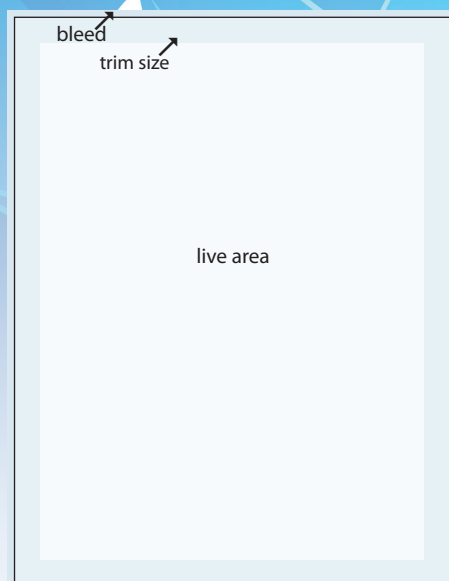
email: [jill@cross-life.us](mailto:jill@cross-life.us)

## Send Advertising Materials to:

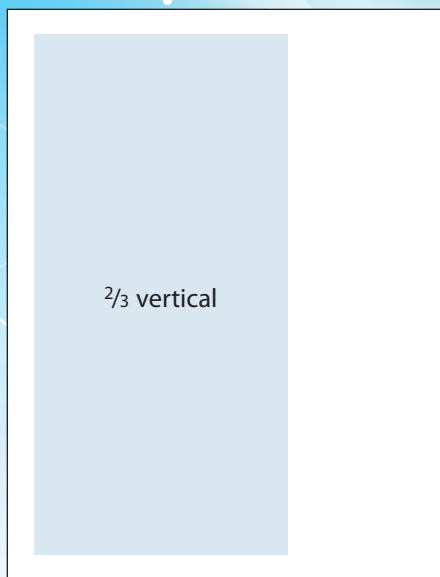
email: [jill@cross-life.us](mailto:jill@cross-life.us)

\*Same format and specifications as print magazine.

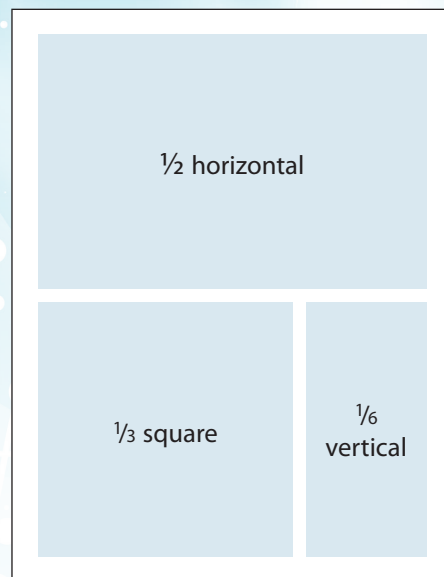
\*\* Includes: • Banner (728px x 90px) in an eMail delivery notification letter. • Digital edition welcome page ad (1050px x 1425px or 3.5" x 4.75" @ 300 dpi) opposite the issue's cover (format: jpg or gif).



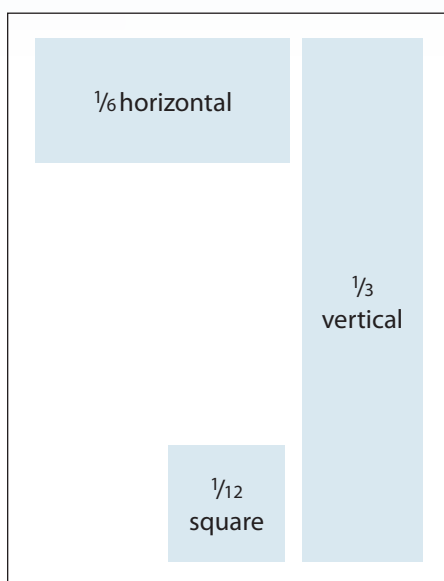
Full page  
 With bleed: 8.5" by 11"  
 Magazine trim size: 8.25" by 10.75"  
 Live area: 7.75" by 10.25"



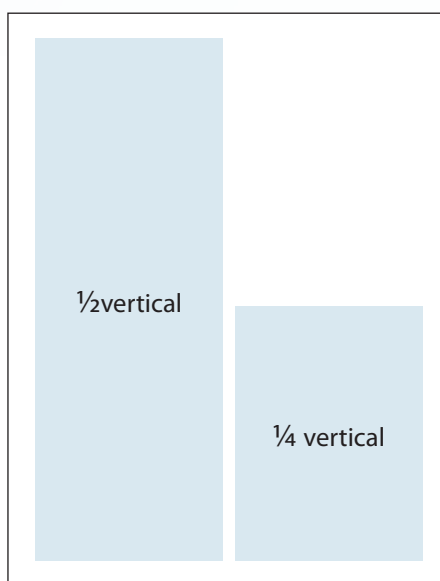
2/3 vertical: 4.75" wide by 9.75" high



1/2 horizontal: 7.25" wide by 4.75" high  
 1/3 square: 4.75" wide by 4.75" high  
 1/6 vertical: 2.25" wide by 4.75" high



1/3 vertical: 2.25" wide by 9.75" high  
 1/6 horizontal: 4.75" wide by 2.25" high  
 1/12 square: 2.25" wide by 2.25" high



1/2 vertical: 3.5" wide by 9.75" high  
 1/4 vertical: 3.5" wide by 4.75" high



## Requirements for camera-ready art on disk

### Programs for the PC

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF
- Tiff Files
- Stuffit Files

### Macintosh Software

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- High Resolution PDF

### FTP Info

- File type: zip files only
- FTP: ftp.jonespub.com
- User ID: advftpuser
- Password: jones

### Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI - for photos
- Trim Size: 8.25" by 10.75"
- Bleed Size: 8.5" by 11"



Issue Dates	Editorial Focus	Resource Guide	Editorial Deadline	Ad Space Reservation	Ad Copy Deadline	Mailing Date
February/March 2018	Digging Into Scripture	Bible Studies	11/24/17	1/4/18	1/11/18	2/6/18
April/May 2018	Leaving a Legacy	Moms, Dads & Grads	1/26/18	3/1/18	3/8/18	4/3/18
June/July 2018	Spiritual Health	Mental, Physical, Relational, Spiritual Health	3/30/18	5/3/18	5/10/18	6/6/18
August/September 2018	Missions	Evangelism	5/25/18	7/5/18	7/12/18	8/7/18
October/November 2018	Praise & Thanksgiving	Sixth Annual Writing Contest Issue	7/27/18	8/29/18	9/6/18	10/2/18
December/January 2018-2019	Rest & Balance	Christmas Gift Guide	9/28/18	10/25/18	11/1/18	11/29/18

***Today's Christian Living's* profile snapshot:**

- Women (83%); men (17%)
- Married (68%)
- Attended college (76%)
- Average income (\$52,800)
- Generally strong charitable giver, usually more than 10% of income
- Circle of influence includes spouse, children, grandchildren, friends, relatives, church and organizations
- Holds positions of responsibility in church, at work and in organizations
- Purchases, recommends and gifts books to others
- Purchases children's products for gifts
- Enjoys music and gifting music. (Spends an average of \$112/year on music)
- Purchase at Christian bookstores: (67%)
- Uses Bible Study or devotional materials: (87%)
- Average reading time per issue is 2 hours and then gifts it to someone else
- Average time spent reading is about 13 hours per week

## Terms and Conditions

### Payment Terms

New advertisers must submit payment with first insertion. A service charge of 1 ½% per month is charged on all past due accounts. Advertising Credit Terms: Credits will not be issued for errors in ads arriving after the copy due date. Credits will not be issued for changes or additions in copy requested after the copy due date. Credits will not be issued for any advertising more than 30 days past due in the billing cycle.

### Cancellations

Cancellations must be received in writing by the reserve ad space deadline and accompanied by proof of submission date such as fax, e-mail or postmark date. Cancellations of a frequency contract void the frequency rate and advertising discounts. Cancellations will be rebilled at the earned placement rate.

### Prep Charges

Charges will be added for preparation of all material that doesn't meet the stated mechanical and digital requirements. Because of differences in equipment, paper, inks, and other conditions between color proofing and production press room operations, a reasonable variation between color proofs and the completed job may result. Advertising material will be held one year from date of receipt and will be returned upon written request. Advertiser will be billed for handling and freight on materials that are returned or forwarded.

### Issue and Closing Deadlines

Publisher reserves the right to run a previous advertisement if copy is not received by the materials due date. We will mail, fax or e-mail deadline dates per request.

### Layout and Service

There is no charge for layout or typesetting. With your basic ad information and instructions we design your ad. Custom-designed ads may be used in other publications provided a creative-materials fee (\$40 per hour) is paid. We can reduce or enlarge your ad, artwork or photographs. At your request, an ad proof can be faxed or emailed to you before publication as long as we receive your copy and photographs by the deadline.

### Poly-Bag Inserts & Blow-In Reply Cards

We are happy to work with you to create an individualized package to fit your needs. Contact the advertising department in advance for availability, mechanical specifications, quantity, and shipping instructions. Poly-bag inserts are offered on a first-come, first-serve basis. Positioning of cards and placement of advertisement are at the publisher's discretion.

## Contract & Copy Regulations

Contracts must be bona fide and must specify a contract year and the number of insertions committed. Two or more advertisers are not permitted to use space under the same contract (unless advertisers are subsidiaries of a parent company). If the contract is not fulfilled for any reason, each insertion will be recalculated at the appropriate base rate, and advertisers will be responsible for paying the difference between the original reduced rate and the appropriate base rate listed on the rate card. Cancellation of advertising space must be submitted in writing by email prior to the published space reservation close date. All verbal instructions regarding contracts and insertion orders must be confirmed in writing.

In the event of a production error, JP Media LLC's liability will be limited to the cost of the ad. Errors within ads which are the fault of JP Media LLC will be credited to the amount of space in which that error occurs unless adjusted otherwise by the publisher.

In the event of ad cancellation within 10 days of the published ad space reservation deadline, the advertiser will be assessed a fee of one-half the cost of the ad. After 10 days from the ad space reservation deadline, advertisers are liable for the full cost of their ad.

Publisher reserves the right to refuse advertising if it is not considered suitable for the publication. The publisher will have the final decision. The advertiser assumes all responsibility for any advertising content printed in the publication and any claims of litigation arising against that advertiser. The publisher and JP Media LLC shall not be held liable for any damages if the advertisement is not published. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the current rate card.

All advertising created by JP Media LLC owned magazines is the sole property of JP Media LLC and may not be used as advertising or editorial in any other publication. No reproductions may be made under any circumstances without prior approval and with the written permission of a JP Media LLC representative.