



## RATE CARD

[www.pcusa.org/today](http://www.pcusa.org/today)

Effective January 2009

*Presbyterians Today* focuses on the Presbyterian Church (U.S.A.), offering broad coverage and interpretation of the work of the church, Christian living, family life, church news, contemporary issues, books, Bible study, and opportunities for readers' viewpoints. Regular features, columns and special resource articles provide information and inspiration for individuals and congregations.

*Presbyterians Today* is published 10 times a year. Combined issues are January/February and, in 2009, July/August.

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## Advertising Rates\*

### Black-and-White

	1x	3x	6x	10x
2-page spread	\$6650	\$6335	\$6010	\$5710
1 page	3325	3165	3010	2860
2/3 page	2275	2150	2050	1945
1/2 page	1750	1655	1570	1450
1/3 page	1180	1125	1065	1010
1/6 page	600	565	540	525
1 inch	130	125	120	115

### Black-and-1 Color

	1x	3x	6x	10x
2-page spread	\$7625	\$7245	\$6890	\$6530
1 page	3820	3620	3450	3275
2/3 page	2610	2480	2340	2230
1/2 page	2050	1940	1840	1750
1/3 page	1335	1275	1200	1145
1/6 page	680	650	620	590
1 inch	235	225	215	205

### 4-Color

	1x	3x	6x	10x
2-page spread	\$8415	\$8000	\$7600	\$7215
1 page	4210	4005	3805	3610
2/3 page	2860	2725	2585	2450
1/2 page	2400	2280	2165	2050
1/3 page	1500	1420	1350	1285
1/6 page	915	865	820	785

### Premium positions 4-Color

	1x	3x	6x	10x
Inside front	\$4725	\$4485	\$4265	\$4055
Page 1	4725	4485	4265	4055
Inside back	4725	4485	4265	4055
Back cover	5845	5565	5280	5010

\*15% commission discount to advertising agencies.  
No agency discount on classified ads.

Presbyterian-affiliated institutions and programs sponsored by the Presbyterian Church (U.S.A.) earn this special classification, but if ads are placed through an agency, advertising agency discounts do not also apply.

### Black-and-White

	1x	3x	6x	10x
2-page spread	\$4675	\$3805	\$3420	\$3080
1 page	2335	1835	1655	1500
2/3 page	1610	1260	1070	965
1/2 page	1175	920	825	740
1/3 page	760	650	590	535
1/6 page	420	330	290	275
1 inch	95	85	80	75

### Black-and-1 Color

	1x	3x	6x	10x
2-page spread	\$4850	\$3940	\$3545	\$3185
1 page	2460	1965	1785	1610
2/3 page	1750	1390	1260	1135
1/2 page	1290	1090	1000	895
1/3 page	880	775	715	640
1/6 page	555	450	410	335
1 inch	130	105	95	90

### 4-Color

	1x	3x	6x	10x
2-page spread	\$5075	\$4190	\$3800	\$3300
1 page	2550	2220	2050	1770
2/3 page	2000	1645	1515	1365
1/2 page	1620	1350	1250	1125
1/3 page	1235	1030	970	865
1/6 page	815	710	545	495

### Premium positions 4-Color

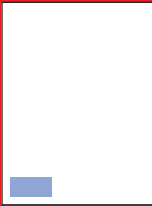
	1x	3x	6x	10x
Inside front	\$3005	\$2360	\$2125	\$1925
Page 1	3005	2360	2125	1925
Inside back	3005	2360	2125	1925
Back cover	3720	2940	2675	2415

# 2009 ADVERTISING SCHEDULE

Issue	Display ad space reservations	Display materials due	Classified ads copy due	Mailing date of issue
Jan/Feb	11/13/08	11/20/08	12/1/09	12/29/08
March	1/9/09	1/26/09	1/29/09	2/19/09
April	2/10/09	2/25/09	3/2/09	3/23/09
May	3/12/09	3/26/09	3/31/09	4/22/09
June	4/9/09	4/24/09	4/29/09	5/20/09
July/August	5/12/09	5/27/09	6/1/09	6/22/09
September	7/14/09	7/28/09	7/31/09	8/21/09
October	8/12/09	8/26/09	8/28/09	9/22/09
November	9/14/09	9/25/09	10/1/09	10/22/09
December	10/9/09	10/23/09	10/28/09	11/18/09
Jan/Feb 10	11/6/09	11/20/09	11/25/09	12/18/09

No cancellations are accepted after the space reservation dates listed above.

**DISPLAY RESERVATION DEADLINE 5pm**



**1 inch Horizontal**  
2.187 x 1

## Ad Materials

Submit materials electronically to [today@pcusa.org](mailto:today@pcusa.org) as high-resolution PDFs (preferred) or as QuarkXPress, InDesign, Photoshop, Adobe Illustrator or Freehand files (please include all fonts and linked files where applicable).

## Classified Ads

For ministry opportunity and other classified ads, contact Don Cecil direct at [don.cecil@pcusa.org](mailto:don.cecil@pcusa.org) or 1-888-728-7228, ext. 5755.

Presbyterian Church (U.S.A.) institutions: \$8.25 per line. Non-Presbyterian entities: \$13.25 per line. No frequency or agency discounts for classified ads. Cost includes both the print version of the ad and posting of ad text on the *Presbyterians Today* Web site.

Ad text may be submitted via USPS (100 Witherspoon St., Louisville, KY 40202), fax (502-569-8632) or e-mail [don.cecil@pcusa.org](mailto:don.cecil@pcusa.org). When submitting ad text, please include a contact name and telephone number, complete billing address and the issue(s) in which the ad should appear.

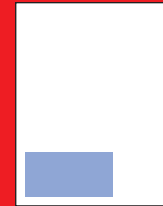
Due to limited space, meeting the classified ad deadline does not guarantee insertion. Advertisers are encouraged to confirm placement as soon as possible to be included in requested issue(s).

## General Advertising Policies

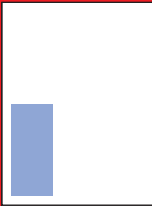
All advertising is subject to approval. Alcoholic beverage and tobacco advertising are not accepted. Ads appealing to church groups for moneymaking schemes are not accepted. Ads appealing for money for organizations or groups not related to the Presbyterian Church (U.S.A.) that offer the same or similar services and mission programs as those provided by the PC(USA) may not be accepted. Ads that challenge or denigrate PC(USA) policies, programs or personnel are not accepted. Ads that a majority of *Presbyterians Today* readers would find in poor taste are not accepted.

## Circulation

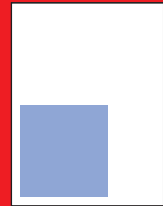
For the 12-month period ending August 31, 2008, average circulation was 47,575. Subscription prices: one year, \$19.95. For multi-year discount rate and reduced rate church plan information or to order subscriptions, call 1-800-558-1669.



**1/6 page horizontal**  
4.562 x 2.312



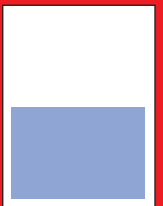
**1/6 page vertical**  
2.187 x 4.75



**1/3 page square**  
4.562 x 4.75



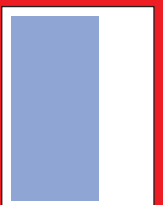
**1/3 page vertical**  
2.187 x 9.625



**1/2 page horizontal**  
6.937 x 4.75



**1/2 page vertical**  
4.562 x 7.125



**2/3 page vertical**  
4.562 x 9.625



**full page**  
8 x 10.625



**2-page spread**  
16 x 10.625

## 2009 Editorial Themes *(subject to change)*

### January/February

Global food crisis  
Lenten Devotional Guide

### March

Growing the church: many ways to grow  
What Presbyterians Believe: Heresy

### April

Greening the church: caring for God's creation  
What Presbyterians Believe: Deacons

### May

Families come in many shapes and sizes  
What Presbyterians Believe: Sacraments

### June

Sheep without a shepherd: solutions for churches that can't find pastors

### July/August

The real John Calvin: celebrating his 500th birthday

### September

Welcoming the stranger: immigration and the church

### October

Where in the world is God calling me to serve?  
Overseas mission workers describe their call

### November

The church in Iran: history of Presbyterian mission and status today

### December

Faithfulness across generations: short essays from readers and selected others about family members who influenced their faith