

# ADVERTISE IN Pastoral Liturgy®

## The Liturgy Magazine for the Whole Parish!

**Pastoral Liturgy®** Marketplace Pages (advertising section of *Pastoral Liturgy Magazine*)

This 32-page, full color periodical will follow the course of the liturgical year to provide guidance for liturgy preparation, faith formation, liturgical art and architecture, and the many areas of parish ministry.

The Marketplace pages are designed to be a resource for *Pastoral Liturgy* subscribers. All advertising in *Pastoral Liturgy* is limited to this two page area. If you have a product or service of interest to our subscribers, we encourage you to advertise it in *Pastoral Liturgy!* To encourage the participation of as many advertisers as possible, the rates for smaller ads are more competitive in price than the rates for the largest ads.

### PUBLICATION INFORMATION

**Circulation** Estimated average circulation: 4,000

**Publishing Cycle** Published six times per year (bi-monthly)

### ADVERTISING RATES

All rates listed below are for black and white ad placement. Color ads must be CMYK (full color).

#### Display Advertising Rates and Dimensions

Size (width x height in inches)	1 Issue	3 Issues	6 Issues
Full page (7.1 x 10.4)	\$2,500	2,250	2,000
8 units (7.1 x 8.3)	2,000	1,800	1,600
6 units (7.1 x 6.2)	1,500	1,350	1,200
5 units vertical (3.5 x 10.4)	1,250	1,125	1,000
4 units horizontal (7.1 x 4.1)	1,100	990	880
4 units vertical (3.5 x 8.3)	1,100	990	880
3 units (3.5 x 6.2)	880	720	640
2 units (3.5 x 4.1)	480	432	384
1 unit (3.5 x 2) <i>Business Card Size</i>	200	180	160

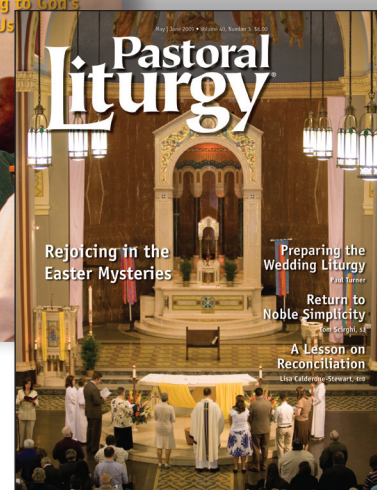
**Full Color Charge** \$100 per ad

### ANNUAL ADVERTISING RATE POLICY

- Rates subject to change without notice
- Discounts (1x, 3x, 6x) are based on the number of ads placed within a 12 month period
- Advertisement subject to approval by publisher
- LTP determines placement of all ads
- No cancellations permitted on full page reservation
- No cancellation on other space permitted after reservation deadline
- Prepayment required for first-time advertisers

### TERMS

Net 30 days. 1.5% interest will be assessed monthly on invoices unpaid after 30 days.



### AD SUBMISSION

Digital files are required.

**Software:** Acceptable formats using Mac platform are Quark Xpress 7.0 or earlier, Adobe Illustrator CS3 or earlier, or Photoshop CS3 or earlier. Please include all source files and fonts (Postscript Type 1 fonts only).

**PDF files:** PDF files must be optimized for print, and colors converted to CMYK.

### SUBSCRIPTION RATES

	U.S. only	Outside U.S.
1 year (6 issues)	\$24	\$32
2 years (12 issues)	\$38	\$51
3 years (18 issues)	\$50	\$60

Subscription rates are subject to change. Group subscription rates are for U.S. subscriptions only.

### ISSUE DATES AND DEADLINES

Reservation deadline is generally two weeks before the art submission deadline.

Cover Date	Reservation Date	Ad Submission Deadline
Sept/Oct 2009	June 8, 2009	June 22, 2009
Nov/Dec 2009	Aug. 10, 2009	Aug. 24, 2009
Jan/Feb 2010	Oct. 5, 2009	Oct. 19, 2009
Mar/Apr 2010	Nov. 30, 2009	Dec. 14, 2009
May/June 2010	Feb. 1, 2010	Feb. 15, 2010
Jul/Aug 2010	Apr. 5, 2010	Apr. 19, 2010
Sept/Oct 2010	June 7, 2010	June 21, 2010
Nov/Dec 2010	Aug. 9, 2010	Aug. 23, 2010

### CONTACT

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### VISIT

[www.PASTORALLITURGY.org](http://www.PASTORALLITURGY.org)  
or  
[www.LTP.org](http://www.LTP.org)

