



## By Faith News 2012 Advertising Rates

Ad Sizes:	Total Inches	Dimensions (W x H inches)	Cost
Full Page w/o Banner	102	10x10.25	\$715
Full Page w/ Banner @ Bottom	85	10x9	\$595
Full Page w/ Banner B/W	"	" "	\$495
½ Page	42.5	4.75x9.25 V 10x4.437 H	\$295
½ Page B/W	"	" "	\$265
¼ Page inside front	22.5	4.938x4.688 PREMIUM	\$175
¼ Page Color	22.5	4.938x4.688	\$150
¼ Page B/W	"	" "	\$125
Inside front & Outside Back banner	22.5	4.938x4.688	\$150
Color Banner	15	1.5x10	\$125
B/W Banner	"	"	\$100
½ Color Banner	10	1.5x5	\$65
½ B/W Banner	"	" "	\$50
Worship Directory	6.6	3.3x2	\$35
1/8 Color Page	12.5	5x2.25 2.5x5	\$80
1/8 B/W Page	"	" "	\$65
Church Listing	3.42	1.85x1.85	\$15
Business Card	8	3.3x2	\$55
Business Card B/W	6.6	3.3x2	\$45

### PREMIUM AD PLACEMENT

- COVER STORY/PLUS FULL FEATURE ON PG 7.  
= COST \$1175
  - FRONT PAGE ONLY = \$675
  - BACK PAGE = \$720
  - ½ BACK PAGE = \$360
  - FRONT BANNER = \$175
- INSIDE FRONT & OUTSIDE BACK BANNER = \$150

### Articles (excluding cover page)

Spotlights (Business, Leadership, church, Community): \$75

¼ page - \$100

½ page - \$195

Full Page - \$395

### Design Charges

6x10 inch ads = **\$10**

Biz Card, 1 Box Ad, ½ Banner Ads, (11x20) = **\$15**

2 & 3 Box Ads, Banner Ad (21x50), ¼ & ½ Pgs = **\$20**

Full pages & 51 inches and over = **\$25**

**\*\*\*Pay in Full Discount – 15% for 6 paid Issues & 10% for 3 paid Issues!\*\*\***

BI-MONTHLY ADVERTISING DEADLINES	
February/March	January 20, 2012
April/May	March 16, 2012
June/July	April 18, 2012
August/September	July 20, 2012
October/November	September 14, 2012
December/January	November 9, 2012

\*\*\*Note: Changes may be made to your advertisement; however, please notify us by 15<sup>th</sup> before print month to make these changes or the above charges will apply.\*\*\*