

# **MetroLutheran**

## **Celebrating 25 years of publication in 2010**

122 West Franklin Avenue, Suite 206 • Minneapolis, MN • 55404-2454

*Director of Advertising Sales: Jean Johansson*

Phone: 612/230-3281 • Fax: 612/872-1724 • E-mail: [Ads@MetroLutheran.org](mailto:Ads@MetroLutheran.org)

Web site: [www.MetroLutheran.org](http://www.MetroLutheran.org)

## **Display and Classified Advertising**

### **RATE SHEET**

**Effective January 1, 2010**

**Circulation: 29,500**

#### **Editorial content:**

*Metro Lutheran* is committed to printing news about, and for, Twin Cities-area members of all branches of the Lutheran church. The newspaper is published by a not-for-profit corporation with an 18-member board of directors, and pursues an independent editorial policy. *Metro Lutheran* is the only pan-Lutheran newspaper in the United States.

#### **Distribution:**

*Metro Lutheran* is available in over 700 metro-area Lutheran congregations monthly in the 20-county Twin Cities area on the last Sunday of each month, plus is delivered by mail to individuals and organizations that request it. (When the first day of the month is a Sunday, the paper is distributed in Lutheran congregations on the first Sunday of the month.) Quantities are also distributed in public and church institutional settings in the Twin Cities area. Approximately 90,000 readers see each issue of *Metro Lutheran*. Counties served in Minnesota are Anoka, Carver, Chisago, Dakota, Goodhue, Hennepin, Isanti, LeSueur, McLeod, Nicollet, Ramsey, Rice, Scott, Sherburne, Sibley, Washington and Wright. Wisconsin counties served are Pierce, Polk and St. Croix. An ad in *Metro Lutheran* is an ideal way to reach the Lutheran population in the Twin Cities metro area.

#### **Demographics:**

Total number of Lutherans in the *Metro Lutheran* distribution area exceeds 600,000 members in more than 700 congregations. The Twin Cities metro area includes the largest and most concentrated Lutheran population in the United States. The *Metro Lutheran* readership area includes approximately 70% of all Lutherans living in Minnesota. Studies of Lutherans indicate a close demographic with the general population. These data apply to *Metro Lutheran* readers: 95% are age 30 or above; 58% are women, 42% are men; about 1/3 are college graduates; family income is above the national average.

#### **ADVERTISING DEADLINES:**

##### **Space reservation:**

Third day of the month preceding the month printed on an issue (e.g., reserve ad space by January 3 for a February issue ad)

##### **If typesetting/layout service is needed**

Copy is due by the third day of the month preceding the month printed on an issue (e.g., January 3 for a February issue ad)

##### **Print-ready copy**

Eighth day of the month preceding the month printed on an issue (e.g., January 8 for a February issue ad). E-mail the PDF to both [MetroLutheran@LeaderPrinting.com](mailto:MetroLutheran@LeaderPrinting.com) AND [Ads@MetroLutheran.org](mailto:Ads@MetroLutheran.org).

**Rates for Display Advertising**

- Please note that any display ad designed for *Metro Lutheran* must be one of the following five widths:  
 1 column = 1.86 inches • 2 columns = 3.875 inches  
 3 columns = 5.875 inches • 4 columns = 8 inches • 5 columns = 10 inches

- The ad may be any height, up to a maximum of 15".
- To calculate the **column inch ad size**, multiply the width (in number of columns) by the height (in inches).
- To calculate ad **cost**: multiply the column inch size by \$42 (our standard rate per column inch; the rate decreases if space is reserved for four or more ads within a twelve month period, or if you are part of the special advertising emphasis for the month).

**COST/AD**

**Full page ad – no header** (75 column inches, 15 inches high)

1 to 3 ads within 12 months	\$42/column inch	\$3,150.00
4 to 7 ads within 12 months	\$38/column inch	2,850.00
8 to 11 ads within 12 months	\$34/column inch	2,550.00
Every month in a 12 month period	\$30/column inch	2,250.00

**Full page ad – with header** (72.5 column inches, 14.5 inches high)

1 to 3 ads within 12 months	\$42/column inch	\$3,045.00
4 to 7 ads within 12 months	\$38/column inch	2,755.00
8 to 11 ads within 12 months	\$34/column inch	2,465.00
Every month in a 12 month period	\$30/column inch	2,175.00

**Half page ad** (40 column inches)

1 to 3 ads within 12 months	\$42/column inch	\$1,680.00
4 to 7 ads within 12 months	\$38/column inch	1,520.00
8 to 11 ads within 12 months	\$34/column inch	1,360.00
Every month in a 12 month period	\$30/column inch	1,200.00

**Third page ad** (27 column inches)

1 to 3 ads within 12 months	\$42/column inch	\$1,134.00
4 to 7 ads within 12 months	\$38/column inch	1,026.00
8 to 11 ads within 12 months	\$34/column inch	918.00
Every month in a 12 month period	\$30/column inch	810.00

**Quarter page ad** (20 column inches)

1 to 3 ads within 12 months	\$42/column inch	\$840.00
4 to 7 ads within 12 months	\$38/column inch	760.00
8 to 11 ads within 12 months	\$34/column inch	680.00
Every month in a 12 month period	\$30/column inch	600.00

**Eighth page ad** (10 column inches)

1 to 3 ads within 12 months	\$42/column inch	\$420.00
4 to 7 ads within 12 months	\$38/column inch	380.00
8 to 11 ads within 12 months	\$34/column inch	340.00
Every month in a 12 month period	\$30/column inch	300.00

**“Business Card”** (2 columns x 2” = 4 column inches)

1 to 3 ads within 12 months	\$42/column inch	\$168.00
4 to 7 ads within 12 months	\$38/column inch	152.00
8 to 11 ads within 12 months	\$34/column inch	136.00
Every month in a 12 month period	\$30/column inch	120.00

*By committing to place more than three ads within twelve months, the lowest qualifying rate is locked in for the year, yet you are free to vary the ad size and content, if you wish.*

**INSERT PLACED IN EVERY COPY OF AN ISSUE OF METRO LUTHERAN**

Cost: **\$1,800**

- Any insert cannot be larger than 8-1/2" by 11".
- The insert must be pre-folded by the client (if folding is necessary to achieve the 8-1/2" x 11" size).
- Limit of 2 inserts per issue, of which only 1 may be of a fund-raising nature.
- The inserts must be delivered one week before the issue is printed in which the insert is to appear to:  
Leader Printing  
ATTN: *Metro Lutheran*  
218 S. Egan Av.  
Madison, SD 57042

**GENERAL INFORMATION**

- Terms: net due upon receipt of invoice. First-time advertisers must submit payment with order (first ad insertion only).
- Major credit cards are accepted.
- Rates assume print-ready ad copy. Ad copy is preferred in PDF format. Please embed all fonts. E-mail attached files to [MetroLutheran@LeaderPrinting.com](mailto:MetroLutheran@LeaderPrinting.com) and [Ads@MetroLutheran.org](mailto:Ads@MetroLutheran.org).
- Typesetting charge: \$20/ad (there is an additional charge for more than one revision that is not due to typesetter's error)
- Color charges: \$150/ad. All color ads must be prepared for CMYK separations. Please convert all RGB files to CMYK.
- Guaranteed display ad location on a specific page is available for a 15% surcharge on the base cost of the ad, subject to availability.
- When a contract is signed for multiple insertions, the rate is guaranteed for the duration of the contract.
- Should a client fail to fulfill a contract, ads that were printed in *Metro Lutheran* while the contract was in effect will be rebilled at the rate for which the number of ads actually placed qualify.
- Non-profit organization advertising a fund-raising event will be billed at the rate of \$30/column inch.
- Late fee of \$15 if ad space is reserved *after* the space reservation deadline of the 3<sup>rd</sup> of the month.

**Mechanical Requirements**

- Dimensions: standard size 11" x 17" tabloid printed on 30-pound newsprint using Web offset process.
- Format: five columns, each of which is 1.86 inches wide
- Gutter between columns: .25 inch (1.5 picas)
- Column depth (full page) 15 inches, no header on the page; 14.5 inches, with a page header.
- Pre-screened half-tones: 110 line screen
- Graphics/photo files: graphics should be PDF format. Photos should be in TIF or 300 dpi jpeg format.
- Minimum screen within a display ad: 30%
- **DPI (dots per inch): 300**

## Special Sections

<b>January</b>	Lutheran affiliated schools, preK-grade 12; New Beginnings
<b>February</b>	Senior Living; Travel
<b>March</b>	Outdoor (camp/retreat) Ministry
<b>April</b>	Lutheran College Night (LECNA); Volunteer Recognition
<b>May</b>	Spring Book/Media Festival
<b>June</b>	Senior Living; Vacationland congregations; Seminaries/religion vocations
<b>July</b>	Spirituality; Liturgical supplies/architecture; Pan-Lutheran organizations; Vacationland congregations
<b>August</b>	Lutheran-affiliated colleges; Vacationland congregations
<b>September</b>	Travel
<b>October</b>	Senior Living; Lutheran affiliated schools, preK-grade 12
<b>November</b>	Fall Book/Media Festival
<b>December</b>	Christmas Gift Shops/Alternative Gifts; Christmas concerts

**Rates for *Classified Advertising* (classified ads are due by the 8<sup>th</sup> of the month, e.g., by January 8 to be printed in the February issue)**

### *Line classified* – \$5/line

An average line of type will accommodate 30 characters, including punctuation and spaces. Each classified ad begins with a boldface headline, which is counted as one line.

### *Business classified* – \$38/vertical inch, 1 inch minimum (approx. 8 lines of text)

Ads appear on the classified page, within a line-rule border. Customer has the option of abbreviated or full text copy. Graphics and logos may be included. Column width: 1.5 inches (9 picas), including borders.

***Online classified ads* – \$15/ad, the same month that the ad also appears in the paper.** With either the line or business classified style, when the ad is placed in the print edition, the client has the option to place the entire ad on [www.metrolutheran.org](http://www.metrolutheran.org) (the *Metro Lutheran* Web site) for that same month for the \$15 cost. Online ads only (without also being in the print edition) are not available.

## General Policies

- Acceptance or refusal of any advertisements in *Metro Lutheran* is at the sole discretion of the editor.
- Publication of advertising does not assure endorsement of content by *Metro Lutheran*.
- *Metro Lutheran* does not accept advertising for liquor, tobacco, guns, sex-related products, or gambling.

## Display Ad Submission Guidelines

**Please note:** Submitted material not meeting specifications is not eligible for adjustment if published incorrectly.

**Digital files:** Metro Lutheran newspaper prefers to receive advertisements as digital files. Questions regarding digital file format or submission should be directed Terri Bartel at Leader Printing (the firm that prints Metro Lutheran), 1-877/572-7746.

**\* \* \* Please be sure to embed all fonts.**

### SUPPORTED SOFTWARE

**Page layout applications and PDF formats** currently supported (please do not create a PDF using *PDF Library*):

- InDesign® 1.5 or newer (Mac and PC)
- QuarkXPress® 5.0 – 7.3, no higher (Mac and PC)
- PageMaker® 6.5 or newer (Mac and PC)
- Acrobat® 4.0 (PDF 1.3), 5.0 (1.4) or PDF/X-1a

**Vector graphics applications** that are accepted:

- Illustrator®
- Freehand®
- CorelDraw®

*(Note: These files are accepted, but they must be trapped, exported and saved as EPS files, then be brought into a page layout file or made into a PDF. Converting fonts to outlines is also recommended.)*

**Bitmap graphics applications**, such as PhotoShop® and PaintShop Pro®, should be used for graphics only and not final files. The resolution required for type to be legible creates huge files which can have marginal quality. Place TIF or EPS files from bitmap graphics applications into a page layout application instead.

### **DOCUMENT SIZE**

When making PDFs or saving PostScript® files to distill into PDFs, the **paper size** should be set to 1” larger in each dimension with pages centered, crop/registration marks on and bleeds set to 0.25” (1/4 inch), if necessary.

### **PDF CREATION**

- **Create PDFs using a two-step process**, outputting a PostScript® file first and then distilling the PostScript® to PDF using Acrobat Distiller®.  
*If you are not using a two-step process for making PDFs, please contact Terri Bartel, Leader Printing, 1-877/572-7746.*
- **Never use Adobe PDFMaker®** (or an application’s “built-in” PDF creation tool) for creating PDFs, as they are not reliable enough for commercial printing.



2. A copy of any ad sent via e-mail or FTP must be faxed to both:

*Metro Lutheran*  
612/872-1724

**and**

Leader Printing  
605/256-6190

When the ad is faxed, please also specify the file to be used, file format, fonts and colors. For ads with color, a color proof **MUST** be sent to:

LEADER PRINTING  
ATTN: METRO LUTHERAN  
PO BOX 348 (overnights to 218 S. EGAN AVE.)  
MADISON, SD 57042.

## **FILE PREPARATION GUIDELINES**

- Do not use JPG, BMP, WMF, PICT or DCS file formats.
- All colors must be CMYK and not RGB. RGB files do not color-separate properly.
- Unless spot (Pantone) colors are to be printed, you should convert them to CMYK, rather than having them converted automatically when the file is output, which will result in unexpected color shifts.
- Remove unused colors from the color palette.
- Use the exact same names and definitions for colors in your page layout and graphics programs.
- Document size must be the size of the ad (i.e., do not “float” the ad on a larger page); no bleeds.
- Both screen and printer fonts must be included, even “common” fonts like Helvetica and Times. Include fonts used in EPS files or convert them to outlines. Place fonts in a separate “Fonts” folder. Send only the fonts needed for the ad.
- TrueType fonts should be avoided, but if they must be used, they should be used exclusively and not mixed with Type 1 PostScript fonts. This is especially important when PDF is to be the final file format.
- Use the actual fonts from the menu (e.g., Century Schoolbook Bold) rather than applying a style (e.g., bold) from the style menu. It is especially important that “Black,” “Heavy” or “Demi” faces are not made bold, as they will look wrong.
- Include all files used in the job. QuarkXPress’ Collect for Output and PageMaker’s Save for Service provider functions should be used. Please update all links once you have used these functions and created a new set of files, before you transfer the files to the final media or stuff/zip the files. All page layout files and image and graphic files should be at the root (top) level of the job folder (i.e., do not put images in an “Images” folder).
- All image and graphic files should be linked and not embedded (i.e., do not “store” a copy of the image in PageMaker). This is an issue not only with PageMaker, but also with some illustration programs.
- Delete unused elements and extraneous items from the pasteboard area outside the live page area.
- Do not use “Hairline” rules, as their widths vary according to the output device. Please specify a 0.3 width instead.
- Do not overlay filled graphic elements to hide non-printing items.
- QuarkXPress picture boxes containing CMYK or grayscale TIFs should be filled with white or a color (and not none) to avoid a known issue with “jaggies” or strange white areas appearing in the middle of the box.
- Continuous-tone images should be at least twice linescreen at actual size (an effective resolution of 220 dpi at 110 lpi). Effective resolution is the actual dpi times the scaling percentage (e.g., a 300 dpi image used at 200% has an effective resolution of 150 lpi, which is too low). Save color images in TIF format or Photoshop EPS with Binary Encoding format; save grayscale images in TIF format.
- Minimum screen within a display ad : 30%

**MetroLutheran** ad rate sheet

Page 8 of 8

- Line art should be at least 1200 dpi at actual size to avoid “jaggies.” Crop line art as closely as possible and use “bitmap” and not “grayscale” mode to avoid excessively large file sizes. Save line art in TIF format.
- Use standard three-digit file extensions, even if you are using a Macintosh (QXD, P65, TIF, EPS, etc.).
- Scan all files for viruses and make sure you have a copy (backup) before sending them. Artwork, disks and files will not be returned unless clearly indicated.