

2014 MEDIA KIT **OUTLINE**

BANNER[®]



THE BANNER IS RECEIVED BY MORE THAN 100,000 CRC HOUSEHOLDS



Established in 1865, the *Banner* is the official publication of the 289,000 member Christian Reformed Church in North America. It seeks to inform, educate, challenge, and inspire members and leaders of the denomination.

Editor-in-Chief/Publisher: Rev Bob De Moor

MISSION STATEMENT

We believe that Jesus Christ calls us all to gratefully follow him in every area of life. That gives our daily living eternal significance and purpose. Whether we're addressing subjects like parenting, movies, politics, church ministries, or the society we live in, *The Banner* explores all such issues from the perspective of the good news that in Christ God is reconciling the world to himself. All who believe in Jesus are empowered by God's Spirit to serve as ambassadors of that reconciliation.

AWARDS & ASSOCIATION MEMBERSHIPS

Member of the Associated Church Press (ACP)
winner of 5 awards for 2012, winner of 4 awards for 2011

Member of the Evangelical Press Association (EPA)
winner of 5 awards for 2012

CONTACT INFORMATION

Aneke vanBaal

Banner sales representative

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ads@crcna.org

Phone: 616-224-5882.

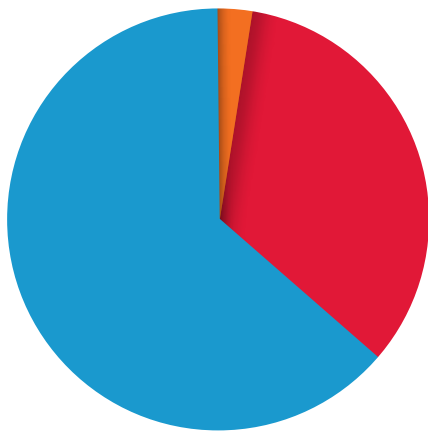


THE BANNER PROFILE & READERSHIP



CIRCULATION BREAKDOWN

Although readers are concentrated in the Midwest, both coasts, and in several Canadian locations, they are found in all 50 states and 10 Canadian provinces.



- 63% live in the United States
- 35% live in Canada
- 2% live in "other" locations

EDITORIAL BREAKDOWN

Covers topics related to the Christian Reformed Church

- Feature stories
- Interviews
- Book reviews
- Editorials
- Frequently Asked Questions

READER PROFILE

The typical *Banner* reader is a 57 year old church-going man or woman who is highly educated and is active within the church.

Nearly all readers read the *Banner* in hard copy and online

A majority of readers read the *Banner* from cover to cover or look through, stop and read several articles



AD RATES & CLOSING DATES

DISPLAY AD PRICING

Ad Size	Color Price	B & W Price
Full Page	\$3,750.00	\$3,245.00
2/3-Page	\$2,715.00	\$2,370.00
1/2-Page	\$2,135.00	\$1,860.00
1/3-Page	\$1,500.00	\$1,300.00
1/4-Page	\$1,185.00	\$1,020.00
1/6-Page	\$805.00	\$695.00
Column Inch	\$175.00	\$150.00
Prime Spots	\$4,040.00	
Back Cover	\$4,560.00	
BRE Supplied	\$3,175.00	
Supplied BRE w/ Ad	\$2,310.00	

2014 SCHEDULE

Issue Date	Ad Deadline	Ship Date
January 2014	12/2/13	12/20/13
February	1/6/14	1/24/14
March	2/3/14	2/21/14
April	3/10/14	3/28/14
May	4/7/14	4/25/14
June	5/5/14	5/23/14
July	6/9/14	
August	7/7/14	
September	8/4/14	8/22/14
October	9/8/14	9/26/14
November	10/6/14	10/24/14
December	11/3/14	11/21/14



Frequency Discount	
Three Insertions	5%
Six Insertions	10%
Nine Insertions	12%
Twelve Insertions	15%

Frequency Discounts apply only with the signed [frequency contract](#).

Space is limited. Ads are inserted on a first-come, first-served basis.

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ADVERTISING TERMS & CONDITIONS

DESIGN RATES

The Banner's award-winning design staff can create your ad at very competitive prices. Contact the advertising office for more information or to receive a free estimate.

AD AGENCY COMMISSION

Agency commission is 15% on space and color to recognized advertising agencies. No cash discounts. Advertising will be billed the week of the issue date. Payment is due within 30 days of invoice date. If payment is not made within 60 days of invoice date, the agency commission is forfeited.

FREQUENCY DISCOUNTS

Note:

- Ad insertion order or written notice of intent must be placed in advance to qualify for frequency discounts.
- Advertising must be placed within a 12-month period from the date of the first insertion.
- Advertisers placing less than the agreed frequency will be short-rated accordingly.
- Discounts are applied to space and color only, not to ad preparation fees.

Closing Date

- Art is due by the closing date.
- Changes in orders are not accepted after the closing date.
- Cancellations or downsizing will be accepted no later than one week prior to the closing date.
- Closing date for preprinted inserts is 5 weeks prior to the publication date.
- Display ad space is reserved on a first-come, first-served basis. Book your ad as early as possible.

RESTRICTIONS

All advertising is subject to the approval of the editor in chief. Advertisers retain the liability for all content (text, representation, and illustration) of advertisements.

DISPLAY ADVERTISING SIZES

Full page with bleed:
8.25 x 10.75 + 0.125 inch for bleeds*

Full page without bleed:
7.25 x 9.625 inches

2/3 Vertical: 4.75 x 9.625 inches

1/2 Vertical: 4.75 x 7.25 inches

1/2 Horizontal: 7.25 x 4.75 inches

1/3 Vertical: 2.30 x 9.625 inches

1/3 Horizontal: 4.75 x 4.75 inches

1/4 Vertical: 2.30 x 7.25 inches

1/4 Horizontal: 4.75 x 3.50 inches

1/6 Vertical: 2.30 x 4.75 inches

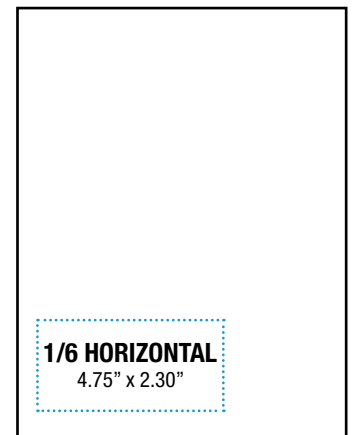
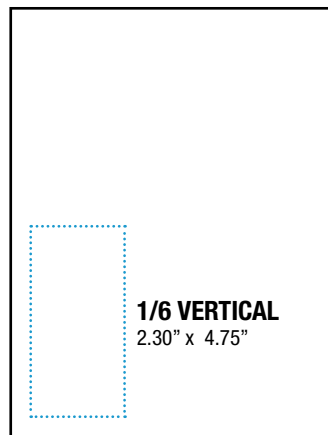
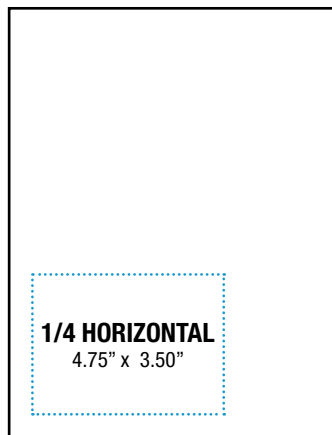
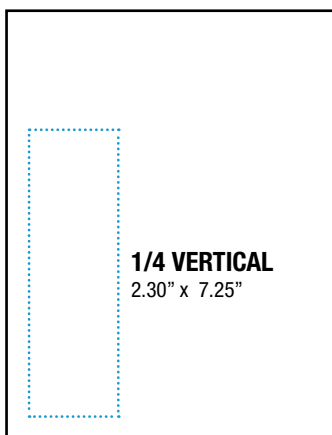
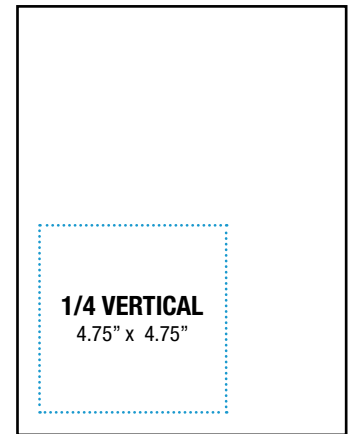
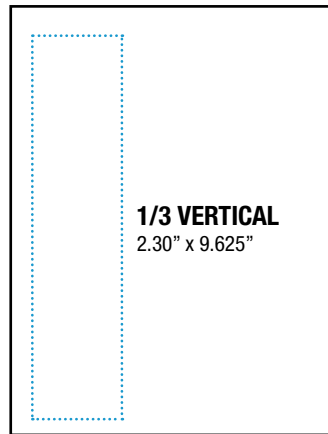
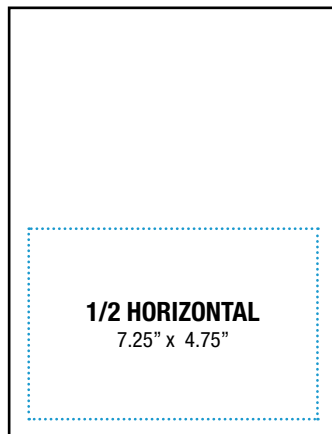
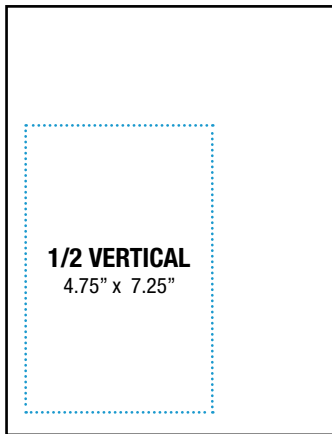
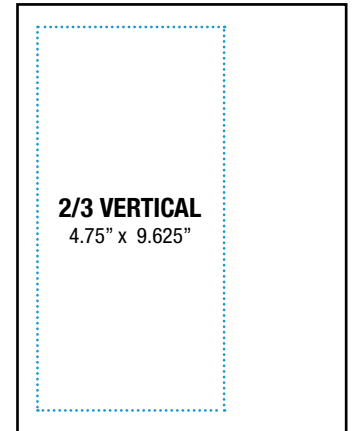
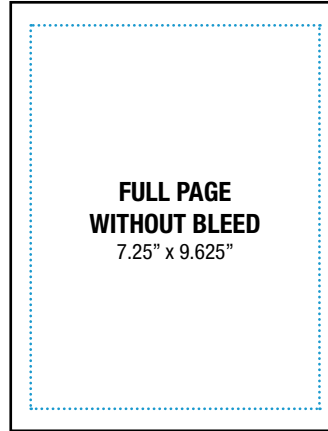
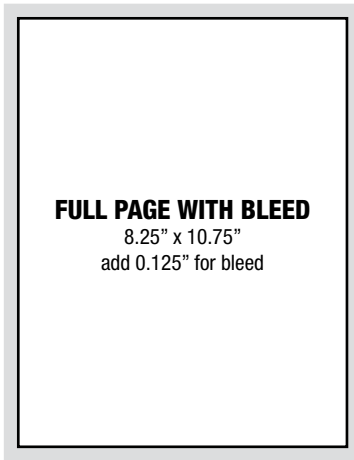
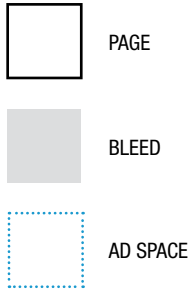
1/6 Horizontal: 4.75 x 2.30 inches

*Bleeds (.125 inch) are available on full pages only.



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