

For Advertising Placement, Contact:



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Conferences, Music
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AD MATERIALS & INSERTION ORDERS:

Pray!

Attn: Advertising Dept.
3820 North 30th Street
Colorado Springs, CO 80904

ISSUE SCHEDULE

MAGAZINE ISSUE & THEME	SPACE CLOSING	MATERIALS DUE	SHIP DATE
Issue 61 <i>Jul/Aug 2007</i> Praying through the Centuries	5/10/07	5/15/07	6/18/07
Issue 62 <i>Sep/Oct 2007</i> Praying in the 21st Century	7/12/07	7/17/07	8/20/07
Issue 63 <i>Nov/Dec 2007</i> Why Pray?	9/11/07	9/18/07	10/22/07
Issue 64 <i>Jan/Feb 2008</i> Spiritual Warfare	11/06/07	11/13/07	12/17/07
Issue 65 <i>Mar/Apr 2008</i> Praying in the Dark	1/10/08	1/17/08	2/18/08
Issue 66 <i>May/Jun 2008</i> Mobilizing Youth	3/11/08	3/18/08	4/21/08

GENERAL ADVERTISING POLICIES

- Advertising rates are subject to change at any time. Approved contracts in effect at the time of a rate change will be honored, but not extended.
- Neither the advertiser nor any agency acting on the advertiser's behalf is allowed to cancel or change any insertion order after the closing date. Cancellations are not considered executed until confirmed in writing by your Account Manager.
- The earlier ad insertions are finalized, the better the positioning will be. Special position requests are honored whenever possible. The Publisher, however, retains the right to determine final position placement. Positions can be guaranteed after consulting with your Account Manager and will include a 10% commissionable charge.
- All ads are subject to the Publisher's approval. All advertisers and their agencies assume full legal liability for all ad content including text, representations, and illustrations. The same will indemnify and hold the Publisher and its officers, employees, and agents harmless against any loss, expense, or other liability.
- The Publisher will hold the advertiser and any agency acting on the advertiser's behalf, jointly and severally liable for such monies as are due and payable to the Publisher.
- Net payment is due 30 days from the invoice date.** Overdue accounts immediately begin incurring a 1½% per month late charge. The Publisher reserves the right to refuse further ad placements until the past-due balance (including late charges and forfeited discounts) is paid.
- The Publisher assumes no liability for errors or omissions in key codes.

Pray!®

MISSION STATEMENT

1) To guide believers into a deeper relationship with Christ through prayer; **2)** to help believers pray more powerfully and effectively; **3)** to equip and multiply prayer leaders; and **4)** to encourage unity in the body of Christ and advance the worldwide prayer movement.

Pray!

3820 N. 30th St. | Colorado Springs, CO 80904
Phone: 800-504-2924 | FAX: 719-598-7128
www.praymag.com

Pray!®

Encouraging a Passion for Christ through Prayer

Rate Card #11 / Effective March 2007



Issues 61-66

Jul/Aug 2007–May/Jun 2008

RATES

► Circulation

Rates are based on an average circulation of 44,000 copies per issue during the term of this rate card.

► Black & White

	1X	3X	6X	12X	18X
Full Page	\$1400	\$1360	\$1320	\$1245	\$1195
2/3 Page-V	1185	1105	1075	1035	995
1/2 Page-V	1035	1005	970	930	880
1/2 Page-H	925	890	860	830	785
1/3 Page	690	665	645	620	585
1/6 Page	465	455	445	410	390

► Four Color

2-Page Spread	\$3245	\$3140	\$3045	\$2915	\$2780
Full Page	1930	1875	1805	1735	1660
2/3 Page-V	1625	1585	1535	1465	1400
1/2 Page-V	1535	1485	1440	1380	1315
1/2 Page-H	1400	1360	1320	1260	1205
1/3 Page	1095	1065	1035	995	945
1/6 Page	800	770	750	715	690

► Premium Pages

Cvr 2/Pg 3 Sprd	\$4105	\$3980	\$3860	\$3700	\$3535
Cover 4	2350	2275	2215	2115	2025
Cover 2	2265	2205	2125	2035	1950
Cover 3	2215	2150	2085	1995	1900

► Preprinted Inserts

4-Page Bind-In	\$2545	\$2470	\$2400	\$2285	\$2190
2-Page Bind-In	1690	1640	1595	1525	1450

► We Print

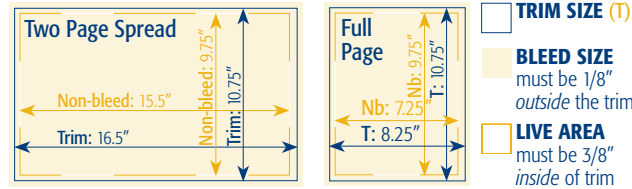
Bind-In Card	\$1160	\$1130	\$1095	\$1045	\$1005
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► Wrap

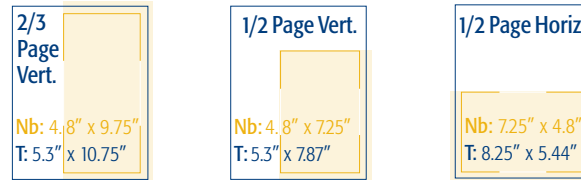
(Rates are based on an average circulation of 27,000 wraps/issue.)

2 Full Pages (Cvrs 3 & 4 - 2/C)	\$2075	\$1995	\$1940	\$1855	\$1780
2/3 Pg Horiz. (Cvr 2 - 2/C)	890	870	840	805	775
Bind-In Card (Ganged - 2/C)	870	850	820	785	750

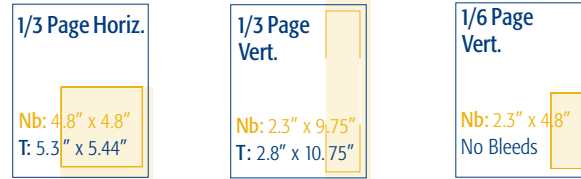
AD SIZES



Nb = Non-bleed T=Trim



For partial ads with bleed: Add 1/8" bleed to each *outside* edge



DISCOUNTS

- 1. First-time advertisers receive a 25% discount off the open(1X)rate.** This discount applies to all first issue insertions. To establish credit, prepayment is required on initial insertions.
- Frequency discounts are earned by placing a designated number of insertions within a specified contract year. Failure to place the contracted number of insertions during that year will necessitate short-rating. Rebates on previous insertions will be given if higher frequency levels are reached during a contract year.
- Special pre-booked contract discounts are available for written contracts which contain at least one insertion in each of six consecutive issues. Please call your Account Manager for specific details.
- A 15% agency discount is allowed to all agencies and advertisers provided the account is paid in full within 30 days of the invoice date.
- A 2% prompt payment discount is earned on net (after agency commission is deducted) if accounts are pre-paid or paid within 10 days of the invoice date.

MECHANICAL SPECIFICATIONS

► Publication Trim Size

8-1/4" x 10-3/4"

► Printing Process

Web offset with saddle-stitch binding; High folio lap; Jogs to head.

► Bleed Process

No additional charges for bleed ads. Please allow at least 1/8" for bleed outside the trim. Additionally, please make sure all live matter is at least 3/8" inside of the magazine's final trim dimensions.

► Ad Materials

PDF/X-1a:2001 is our preferred file format, please call for digital ad guidelines. All embedded images must be CMYK (RGB not accepted).

Color proofs must accompany all 4-color ads.

Any additional charges incurred in the preparation or reworking of ad materials will be billed to the advertiser. All ad materials will be discarded after twelve months.

► Proofs

We strongly recommend press-quality proofs for color matching for ALL ads. If you elect not to provide a color proof, the Publisher is not responsible for any color inaccuracies or text and image discrepancies on your ad.

► Inserts

A sample or mock-up must be provided before the closing date for approval and verification of postal compatibility. Inserts must be shipped (folded and untrimmed) to Publisher's printer.

► List Rental

Please contact our list manager, Bush Company, Inc., at 949-752-4210 for further information.