

DISCIPLESHIP JOURNAL

Advertising Policy

Discipleship Journal seeks to help believers develop a deeper relationship with Jesus Christ, and to provide practical help in understanding the Scriptures and applying them to daily life and ministry. Each advertisement accepted for publication must be compatible with this overriding purpose.

The Publisher, Editor, Managing Editor, Director of Advertising, Director of Operations, and Art Director are responsible for evaluating the appropriateness of each advertisement. The key issue when analyzing an advertisement is "will the reader be served?"

The following specific guidelines will be used when conducting this evaluation:

1. Advertisements for products and services that help promote the personal Spiritual growth of our readers, provide a clear ministry benefit or use, or directly support evangelical ministry outreaches are acceptable.
2. Advertisements that directly contradict the doctrinal statement or ministry philosophy of The Navigators, will not be accepted.
3. Advertisements for products such as Christian apparel, Scripture checks, Church seating, or other general merchandise items will not be accepted.
4. Advertisements that make direct fund-raising appeals will be limited.
5. Advertisements promoting moneymaking ventures are not accepted.
6. Advertisements that lack a high quality of craftsmanship in layout, design, or copy will be rejected.
7. Advertisements with a design and layout similar to the editorial pages of *Discipleship Journal* must include the word *Advertisement* at the top of ad.
8. Advertisements that call into question or criticize other ministries, products, or people are not accepted.

Discipleship Journal reserves the right to reject any advertisement at any time. Where applicable, an organization's reputation and management practices are also subject to review.

For additional information, call 800-504-2924