

Pray!

Advertising Policy

The mission of *Pray!* magazine is to challenge and equip believers to pray more diligently and effectively; to encourage believers to “step out of their comfort zones” in regard to prayer; and to inform believers of the scope of the prayer movement and its organizations. Each advertisement chosen for publication must be compatible with this overriding purpose.

The Associate Publisher, Editor, Advertising Director, Director of Operations, and Art Director are responsible for conformance to the advertising policy. The key issue when analyzing each advertisement is "will the magazine's mission and its readers 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 NavPress, *The Navigators*, or that promote products and services that do not fit within *Pray!*'s editorial focus will not be accepted.
3. Advertisements for products such as Christian apparel, Scripture checks, Christian cruises, or other general merchandise items will not be accepted.
4. Advertisements that make direct fund-raising appeals will be limited.
5. Advertisements promoting money-making ventures are not accepted.
6. Advertisements whose layout, design, or content do not measure up to the quality standards of the overall publication will be rejected.
7. Advertisements with a design and layout similar to the editorial pages of *Pray!* 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.

Pray! 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