

Advertising Rate Sheet for Award-winning publication *The Circuit Rider – Souvenir Journal*

Deadline for Ad Placement:

- **Ads Requiring Design and Layout: Thursday, May 26, 2022 by 3:00 p.m.** Email information to mjohnson@mississippi-umc.org.
Ad Design and Layout Fee: SEE NOTES BELOW RIGHT.
- **Print Ready Ads: Thursday, June 2, 2022 by 3:00 p.m.** Email to mjohnson@mississippi-umc.org for file upload instructions.
Print Ready Guidelines: SEE NOTES BELOW RIGHT.

Publication:

The 2021 Circuit Rider – Souvenir Journal was awarded first place in the digital publications class in the electronic special publication category during the 2022 United Methodist Association of Communicators Awards. At least 2,500 will be printed BEFORE the 2022 Session of the Mississippi Annual Conference and will be distributed from the beginning of registration to the close of the annual conference session Friday, July 15 at noon. One souvenir journal will be included in each member’s annual conference materials packet.

Advertise in *The Award-winning Circuit Rider – Souvenir Journal*!

This souvenir journal will serve as your go-to guide for all 2022 Session of the Mississippi Annual Conference happenings and close-by points of interest. Additionally, it will highlight the collective mission and ministry happening throughout the Mississippi United Methodist Conference.

Over 2,000 people from around the state attend this conference annually and take this publication back to their local churches in addition to sharing it’s digital version—giving this publication a potential reach of approximately 180,000 Mississippi United Methodists

To place an advertisement in the souvenir journal, send an email to mjohnson@mississippi-umc.org or call, 769-243-7041.

Rates and Ad Size Specifications

Please note that ALL ads are full-color.

Ad Size	Width x Height (inches)	Rates
*Two-Page Spread	Bleed Area: 16.25" x 10.75" **Live Area: 15" x 9.5"	\$1,600.00
Full Page Bleed	Bleed Area: 8.25" x 10.75" **Live Area: 6.833" x 9.5"	***Prime Location: \$800.00 Standard: \$760.00
Full Page Non-Bleed	6.833" x 9.5"	***Prime Location: \$800.00 Standard: \$760.00
2/3 Page Vertical	4.375" x 9.5"	\$500.00
1/2 Page Horizontal	6.75" x 4.625"	\$380.00
1/3 Page Square	4.375" x 4.625"	\$250.00
1 Column x 4.625"	2.125" x 4.625"	\$120.00
2 Columns x 2.1875"	4.375" x 2.1875"	\$80.00

***Two-Page Spread** - Create document as two full pages. For spreads bleeding across gutter, allow no safety for photographs. Do not mirror image in gutter. For body copy, allow 3/8" on each side of gutter. For headlines, split copy at gutter between letters, and allow 3/8" safety on each side of gutter.

****Live Area** - All headlines and text should be contained within the "Live Area" measurement.

***** Full page, Prime Location** - Inside Front Cover, Inside Back Cover or Back Cover. **Prime location choice on a first come first served basis.**

Notes:

Ad Design and Layout Fee: A 30% mark up will be applied to the Ad Rate. A PDF proof will be emailed for client’s final print approval.

Print Ready Guidelines: Preferred file format is a maximum quality PDF. JPG files that were created and saved at 300 resolution are also acceptable.

When creating Print Ready files, please:

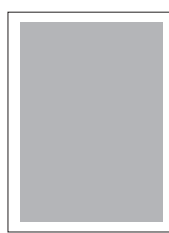
- Design in CMYK, not RGB
- Any photos used should be 300 resolution at actual size
- Flatten all artwork
- Convert all text to outlines
- Embed all images
- Rasterize any vector files with effects, such as drop shadows, glows and gradients



TWO-PAGE SPREAD
(BLEED ONLY)



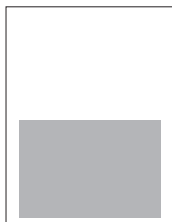
FULL PAGE
BLEED



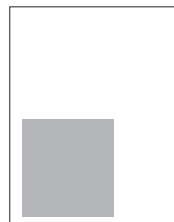
FULL PAGE
NON-BLEED



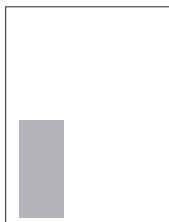
2/3 PAGE



1/2 PAGE
HORIZONTAL



1/3 PAGE
SQUARE



1 COL. X 4.625"
(TEXT ONLY)



2 COL. X 2.1875"
(TEXT ONLY)