

Maryland Church News

The Journal of the Episcopal Diocese of Maryland

Advertising Rate Card

Revised January 2011

2011 Deadlines

Issue	Editorial/Space Reservation	Art
Spring (Feb 25)	Jan 21	Jan 28
Summer (May 27)	Apr 22	Apr 29
Fall (Aug 26)	Jul 22	July 29
Winter (Nov 23)	Oct 21	Oct 28

(Target Mail Date)

Description & Circulation

Maryland Church News is the Journal of the Episcopal Diocese of Maryland. Published quarterly, *MCN* is a resource for Episcopalians throughout the diocese. It includes messages from the bishops, diocesan and parish news, feature articles, information and events. It is a vital tool that mirrors where we are as a church and how we witness to our community, and provides an in-depth analysis of our mission.

MCN is distributed free of charge via U.S. Mail to all households, parishes, schools and clergy in the diocese, as well as former residents and retired clergy who have moved out of state. With a current circulation of 22,000, *MCN* reaches a Christian community comprised of 115 congregations covering Allegany, Anne Arundel, Baltimore, Calvert, Carroll, Frederick, Garrett, Harford, Howard and Washington Counties, and Baltimore City. Each issue is also posted on our Web site, www.marylandchurchnews.org.

Acceptance of advertising in *MCN* does not indicate endorsement of a particular product or service. We respectfully reserve the right to review all advertisements prior to publication.

Specifications

MCN is printed in two colors, Black and PMS 194, on 50# coated text. For best results, use 150 line screen, minimum 7-point type, and art or photographs scanned at 300 dpi. Allow for 1/8" to 1/4" setback for live image area, art will be placed in a ruled box. Two-color ads may be submitted at no additional charge. Advertisers must provide color-separated art created or scaled to the size intended for print. Please review the following information and contact *MCN* with any questions.



The Episcopal Diocese of Maryland
4 E. University Parkway
Baltimore, MD 21218
410-467-1399 ♦ 800-443-1399
www.episcopalmaryland.org

Submission Formats

Submit your ad to the e-mail or street address below in one of the following formats:

- The following source files are accepted:
Quark XPress
Adobe Illustrator
Adobe Photoshop
All elements used to make the file (fonts, photos, art, etc.) must be included.
Quark has a 'collect for output' tool.
- Image Files: Available for one-color ads only. Send finished, prepared-as-image files as PDF or high-resolution TIFF files only. Please provide art created or scaled to the size intended for print.
- Camera-Ready Art: Camera-ready ads may be submitted, but should not include screened images (photos or artwork). This format is intended for line art and type ads only.
- Typesetting services are available upon request for a fee. Please contact *MCN* for details.

Size & Rate

Description	Dimensions (inches)	1X Rate	4X/Year Rate*
Back cover	5 w x 7 h	\$450	\$405
Full page	5 w x 10-1/4 h	\$430	\$390
1/2 page	5 w x 5 h	\$210	\$190
1/4 page vertical	2-3/8 w x 5 h	\$100	\$90
1/6 page vertical	2-3/8 w x 3-1/4 h	\$70	\$60

Payment & Cancellation Policy

Terms of payment are net 30 days by check, money order, Visa or MasterCard.
Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.

*Contract Rates

The 4X/Year Rate is available to advertisers who agree to run four consecutive ads. A contract may be started at any time during the year.

To place an ad, contact: Sharon Tillman, editor mcn@episcopalmaryland.org
410-467-1399



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