

CM Alliance.ca

Advertising Policy

cmAlliance.ca is the award-winning national publication of The Christian and Missionary Alliance in Canada (C&MA). It focuses on the transformational activities of the denomination's approximately 120,000 members and 427 churches in this country and their impact around the world.

All feature articles, stories and interviews in the magazine are designed to inspire, inform, educate, challenge and motivate readers to become engaged in the work of the C&MA. Each 48-page issue becomes a permanent resource that is kept by readers for future reference. They are also available on the Internet at <http://cmalliance.ca/alliancecamagazines690.php>.

Advertising Contact: Debra Marritt

Phone: 416.674.7878 ext. 206 Fax 416.674.0808

e-mail: communications@cmacan.org

Circulation: 25,000

Issuance: We presently publish a Spring and Fall issue each year.

Advertising Deadlines: All advertising space commitments and material are due on or before the closing dates listed.

Publishing Schedule

Issue	Space Close	Material Close	Distribution Date
Fall	July 20	Aug 15	October
Spring	Jan 20	Feb 15	April

Display Advertising Rates

Size	Colour
Full Page	\$2,700
½ Page Horizontal	\$1,755
½ Page Vertical	\$1,755
1/3 Page Horizontal	\$1,215
1/3 Page Vertical	\$1,215
¼ Page	\$ 945
Inside Front Cover	\$3,105
Inside Back Cover	\$3,105
Outside Back Cover	\$3,375

Set-up Charges

For display ads that are not camera ready, add 15% to the display advertising rate for set-up.

Inserts

Information and pricing for inserts to *cmAlliance.ca* or additions to the shipping bundles to congregations are available on request.

Payment

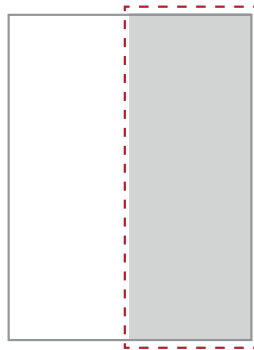
- Invoices and ad tear sheets will be sent after publication.
- Payment is due within 30 days of the invoice date.
- A fee of 2% per month will be added to overdue accounts.
- Make cheques payable to The Christian and Missionary Alliance of Canada.
- Canadian advertisers please add applicable GST, PST and/or HST.
- There is no extra charge for a full-page ad with a bleed. However, please advise the Advertising Coordinator if the full-page ad will have a bleed.

Advertising Specifications

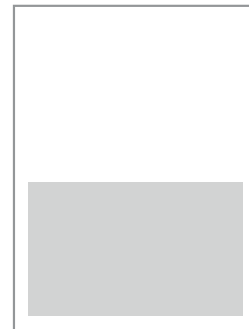
Dimensions



Full Page
8.125" x 10.875"
With 0.125 inch Bleed:
8.375" x 11.125"



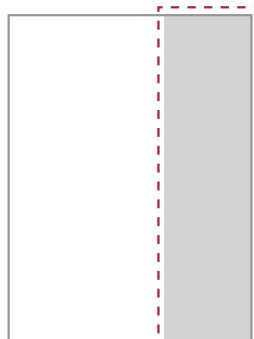
Half Page Vertical
4.25" x 10.875"
With 0.125 inch Bleed:
4.5" x 11.125"



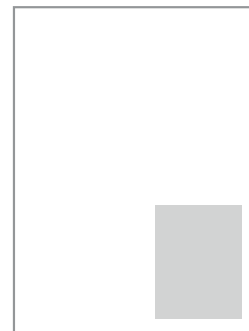
Half Page Horizontal
6.625" x 4.25"



Third Page Horizontal
6.625" x 2.875"



Third Page Vertical
2.875" x 10.875"
With 0.125 inch Bleed:
3.125" x 11.125"



Quarter Page
3.25" x 4.25"

Production Requirements

Colour

All ad material must be supplied in CMYK (process colour) or grayscale (no RGB) — failure to do so may result in incorrect colour reproduction. Ads using special colours may not be guaranteed.

Proofs

A colour proof, for colour guidance on press, is required for all advertisements. The proof should be representative of content and colour of the final digital file. Lack of a proof may result in a charge-back to produce acceptable printer proofs.

Live Area and Sizing

Any crucial content matter on advertisements should be held back 1/4" from the edge. All material requiring cropping or scaling should be accompanied by a proof indicating trim and positioning of the ad. Unless otherwise specified, material will be positioned, centered, in the space ordered.

File Specifications

- Press ready PDFs (industry standard PDF/X1a) of ad materials are preferred and encouraged. Microsoft Word files cannot be accepted.
- High-resolution (300 dpi) JPEGs, TIFF and EPS files are acceptable as an alternative.
- Files are accepted on disc (CD or DVD). Files less than 1.5 MB may be e-mailed. Larger digital files can be uploaded to our FTP site.
- All high-resolution images, all graphics and all fonts must be embedded when producing PDF files.
- No True Type fonts or Font Substitutions should be embedded.
- Images should be at least 300 dpi or produced as vector art.
- Do not nest EPS images within EPS images.
- All required image trapping should be included in the file(s).
- All ad material submitted requires a 0.125 inch bleed or more.
- It is helpful to include standard trim and registration marks 1/4" outside trim on your art provided — no marks are to be included in the actual ad area.

Advertising Policy

- *cmAlliance.ca* accepts advertising which is not in conflict with the interests, values and policies of The Christian and Missionary Alliance in Canada.
- Acceptance of advertisements does not indicate endorsement of any advertisers, products or services.
- Promotional material submitted in the form of a display ad will be considered an ad whether relating to merchandise, financial appeals or publicity of other kinds.
- All ads, including personal ministry ads, shall be soft sell in their approach and shall not appear to be sharply competitive.
- C&MA offices, ministries, institutions and churches receive a 15% discount on all advertising.

Advertising Terms and Conditions

- All advertising is subject to the Publisher's approval as to matter, space and location. The Publisher reserves the right, without notice and without liability, to reject or discontinue any advertisement and to cancel any advertising contract for reasons satisfactory to the Publisher. In the event of cancellation or rejection by the Publisher where the advertising had previously been accepted and/or published, the advertising already run shall be billed and paid for at the rate provided for the order.

- Advertisers and/or advertising agencies assume full liability for all advertising content (including text, representation and illustrations) and for claims made against the Publisher that result from advertisements printed.
- The Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, when such are in conflict with the terms and conditions of this rate card. Verbal agreements are not recognized.
- Agency commissions – 15% commission will be allowed only to accredited agencies.
- The Publisher reserves the right to reject any advertorial advertising that includes a by-line or is designed to resemble the editorial pages of the magazine – including the use of matching fonts. The word ‘Advertisement’ may be placed above copy which, in the opinion of the Publisher, resembles editorial material.
- The Advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of its employees, agents or otherwise and there shall be no liability to the Publisher for non-insertion of any advertisement.
- Cancellation Charge: 50% for ads cancelled after the material closing date. No cancellations accepted after the press date. Contracts for cover positions are non-cancellable.
- Rates are subject to change without notice.
- These terms and conditions apply in all circumstances.

Returning Material

Advertising materials will not be returned unless a prior request is made. Materials will not be retained beyond four months.

Mailing Instructions

Insertion orders, correspondence, proofs and ad art should be addressed to:

ATTN: Debra Marritt

The Christian and Missionary Alliance in Canada

30 Carrier Drive, Suite 100, Toronto ON M9W 5T7

Phone: 416.674.7878 ext 206 • Fax: 416.674.0808

e-mail: communications@cmacan.org