

## FREE CLASSIFIED LISTING

for PAOC affiliated ministries.  
(see classifieds for more  
information)

# TESTIMONY ADVERTISING RATES 2018

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*testimony* is a denominational magazine with a bi-monthly circulation of over 6,800. First published in December 1920 by The Pentecostal Assemblies of Canada, it is the official voice of our denomination. Articles are inspirational and theological; the magazine also includes news items of the Pentecostal fellowship from across the nation and around the world. *testimony* is published from the International Office of The Pentecostal Assemblies of Canada.

## DISPLAY ADS

Display ads are the best way to advertise your business or organization in *testimony* magazine. Some of their features include full colour glossy finish, full bleed and preferred location. They are available in three different sizes.

## FILE SPECS

Ads sent by e-mail can be sent in high resolution PDF format or JPEG format at 300 dpi. Please make sure all fonts are embedded in your PDF files. Text copy may be sent to us by fax, but send all artwork by e-mail, post or courier. Black and white laser copies of artwork with a resolution of 600 dpi or higher can be sent as long as they are no less than 300% proposed insertion size. Large digital files can be uploaded to our FTP site (please inquire about access if you need to upload to FTP) or burned on CDs. Press quality PDF or high resolution TIFF and JPEG formats (300 dpi) preferred. Illustrator files are also welcome in native or EPS formats. Feel free to discuss requirements and concerns with the publications department.

## ONLINE ADVERTISING

We also have advertising opportunities available on the *testimony* website ([testimonymag.ca](http://testimonymag.ca)). A website advertisement will be an important addition to your overall advertising plan and will greatly assist your organization or business make its name known.

### WEB

300x100 pixels  
\$250

## FULL PAGE

8.25"W X 10.875" H

(plus 0.125" bleed on all sides)

Outside Back Cover – \$2,071

Inside Front Cover – \$1,949

Inside Back Cover – \$1,949

Inside Full Page – \$1,720

## 2/3 PAGE

5.34"W X 10.875" H

(plus 0.125" bleed on all sides)

\$1,147

## 1/3 PAGE

2.78"W

X 10.875" H

(plus 0.125" bleed on all sides)

\$573

## CLASSIFIEDS

The cost of each classified ad is \$10.00 CDN per line or fraction of a line.

Three line minimum charge of \$30.00 CDN. No personals will be accepted.

Discounts do not apply for text classified ads.

### CLASSIFIEDS

#### FREE THREE LINE CLASSIFIED

This offer is for PAOC affiliated ministries. Each additional line is \$10.00.

#### REGULAR TEXT CLASSIFIED

Three line ad is \$30.00. Each additional line is \$10.00. You can choose a category you would like your ad to be displayed in.

## CLASSIFIED BANNER ADS

Ads sent by e-mail can be sent in high resolution PDF format or JPEG format at 300 dpi. Please make sure all fonts are embedded in your PDF files. Text copy may be sent to us by fax, but send all artwork by e-mail, post or courier. Black and white laser copies of artwork with a resolution of 600 dpi or higher can be sent as long as they are no less than 300% proposed insertion size. Large digital files can be uploaded to our FTP site (please inquire about access if you need to upload to FTP) or burned on CDs. Press quality PDF or high resolution TIFF and JPEG formats (300 dpi) preferred. Illustrator files are also welcome in native or EPS formats. Feel free to discuss requirements and concerns with the publications department.

### ADVERTISING

#### 1/6 PAGE

2.43"W X 4.56" H

\$303.50

#### 1/12 PAGE

2.43"W X 2.22" H

\$166

### INSERTS

Pre-printed inserts will be accepted with costs varying depending on the size and weight of the inserts. It is the advertisers' responsibility to supply printed insert.

### DEADLINES

Ads are required two months prior to issue date.

### COMPUTER-GENERATED ADS

*testimony* is produced on Apple Macintosh computers, using Adobe InDesign®, Adobe Photoshop®, and Adobe Illustrator®. Material developed in these programs can be accommodated. QuarkXPress® 4.0 generated ads can be accepted as well. All files (graphics and fonts) must be included with your ad. If the ad was created on any platform other than Macintosh, please convert all fonts to outlines or export ad as a high resolution PDF file (press quality) with all fonts embedded. For any other software, please enquire about its compatibility.

### DISCOUNT RATES

Pre-scheduling three or more insertions over a 12-month period qualifies advertisers to receive a 5% discount on each insertion. The scheduling doesn't have to be in consecutive issues and the ad size, ad content, etc. can change from issue to issue. Directly affiliated PAOC churches, District offices (their camps and other events), Bible colleges and seminaries will be charged a 10% discounted rate.

### PHOTOS

Digital photos in JPEG or TIFF formats at a resolution of at least 300 dpi are preferred. However, glossy colour or B&W prints and transparencies are also acceptable. Colour inkjet and toner based laser copies are not acceptable.

### BLACK & WHITE ADS

*testimony* is a four-colour magazine. Rates for B&W ads will be charged the same rate as colour ads.

### ASSISTANCE & COPYWRITING

The publications department is available for assistance in producing ads for a fee of \$20.00 per half hour, for design and layout. The *testimony* advertising department is available for assistance in writing ad copy.

### ADVERTISING POLICY

*testimony* will accept ads which are not in conflict with any belief statement of The Pentecostal Assemblies of Canada. Acceptance of advertisements does not indicate endorsement of any advertisers or products. Claims made in ads are the sole responsibility of the advertisers. The PAOC reserves the right to reject any ads inconsistent with the Fellowship's objectives and editorial policy.

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. District conferences, endorsed PAOC Bible colleges, seminaries and PAOC churches will be given priority for advertising space. Consideration will follow for all other advertisers.

### TO ADVERTISE, CONTACT:

Kevin Brown  
2450 Milltower Court  
Mississauga, ON L5N 5Z6

Phone: (905) 542-7400, ext. 2290

Fax: (905) 542-7313

E-mail: kbrown@paoc.org

or visit our website at

[www.testimonymag.ca](http://www.testimonymag.ca)

No tax is added to any of the ad placements in *testimony*.