

testimony

and ENRICH

ADVERTISING RATES 2020

testimony/Enrich is a denominational magazine with a quarterly circulation of over 5,500. 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/Enrich* is published from the International Office of The Pentecostal Assemblies of Canada.

Free

**CLASSIFIED
LISTING**

for PAOC-affiliated
ministries.

*(see classifieds for
more information)*

Display Ads

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

FILE SPECS

Digital artwork for ads should be provided in high resolution PDF format or JPEG format at 300 dpi. Please make sure all fonts are embedded in your PDF files. Large digital files can be uploaded to our FTP site (please inquire about access if you need to upload to FTP). Press quality PDF or high resolution TIFF and JPEG formats (300 ppi) preferred. Illustrator files are also welcome in native or EPS formats. Feel free to discuss requirements and concerns with the publications department.

FULL PAGE

8.25" W X 10.875" H
(plus 0.125" bleed on all sides)

Outside Back Cover – \$2,175

Inside Back Cover – \$2,045

Inside Full Page – \$1,800

2/3 PAGE

5.34" W X 10.875" H
(plus 0.125" bleed on all sides)

\$1,200

1/3 PAGE

2.78" W
X 10.875" H
(plus 0.125" bleed
on all sides)

\$600

1/6 PAGE
2.43" W X 4.56" H
\$325

1/12 PAGE
2.43" W X 2.22" H
\$175

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.

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/Enrich is produced on the MacOS platform, using Adobe InDesign®, Adobe Photoshop®, and Adobe Illustrator®. Artwork 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

Photos should be provided in digital format in JPEG or TIFF formats at a resolution of at least 300 dpi are preferred.

Black & White Ads

testimony/Enrich 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 \$40.00 per half hour, for design and layout. The *testimony/Enrich* advertising department is available for assistance in writing ad copy.

Advertising Policy

testimony/Enrich 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:

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or visit our website at

www.testimonyenrich.ca

No tax is applied to any of the ad placements in *testimony/Enrich*.