

CHURCH OF THE BRETHREN MESSENGER

ADVERTISING RATE CARD 24 Rates effective January 2025

For more information or to reserve space, contact:

MESSENGER ADVERTISING
1451 Dundee Ave., Elgin, IL 60120
847-429-4308
e-mail: messengerads@brethren.org
www.brethren.org/messenger



MAGAZINE PROFILE

Each issue of MESSENGER reaches about 5,300 households, in print and with our digital edition. Most of those are connected to the Church of the Brethren, a Christian denomination with Anabaptist-Pietist roots.

The 32-page color magazine is filled with features, news, and other articles about Christ at work through

the church. MESSENGER also includes media reviews, letters, and Bible studies. These resources and more go out 10 times a year.

We invite you, via your advertisements, to reach the readers of MESSENGER



AD SIZES

number of ads placed in one year

	1x	3x	7x
Cover 2	\$1,584	\$1,353	\$1,206
Cover 3	1,689	1,519	1,353
Cover 4	1,910	1,722	1,534
Full page inside (8½ x 11")	1,353	1,221	1,088
2/3 page (4 x 9¾")	1,133	1,022	912
1/2 page	933	824	736
horizontal (7½ x 5")			
vertical (4 x 7½")			
1/3 page	765	692	618
horizontal (4 x 5")			
vertical (2¼ x 9¾")			
1/6 page (2¼ x 5")	527	476	427
Column inch	168	155	140

Bind-in cards: Price is equivalent to cost of full-page ad plus \$260 for binding.

CLASSIFIEDS

Minimum charge is \$75 for up to 80 words; 50 cents per word beyond 80 words. A 10% frequency discount will be given for 6 or more classified ads in one year. Ads may be edited to conform to MESSENGER style. Classified ads must be received in writing, preferably by e-mail, by the space reservation deadline.

CLOSING DATES

ISSUE	SPACE RESERVATIONS	COPY DUE
Jan./Feb.	Nov. 1	Nov. 15
Mar.	Jan. 1	Jan. 15
Apr.	Feb. 1	Feb. 15
May	Mar. 1	Mar. 15
June	Apr. 1	Apr. 15
July/Aug.	May 1	May 15
Sept.	July 1	July 15
Oct.	Aug. 1	Aug. 15
Nov.	Sept. 1	Sept. 15
Dec.	Oct. 1	Oct. 15

Deadline for cancellation is the same as the deadline for space reservations. Advertisements canceled after that date will still be billed for cost of space originally reserved.

ADVERTISING SPECIFICATIONS

All ads are four-color process. Ads should be sent as high-resolution PDF files. All fonts and graphics must be included with the file. Trim size for page is 8½ x 11" with ¼" bleed on four sides. Minimum line screen is 133; 150 is preferred. Advertiser will be billed extra charges for additional preparation of ads.

WEBSITE ADS

Runs on the MESSENGER homepage and every article page on our site. Ad size 300 pixels wide by 300-600 pixels high in .JPG, .GIF or .PNG format. \$450 for 4 weeks.