

LEADING HEARTS

FOR CHRISTIAN WOMEN

Ad Rate Chart 2014-2015

<u>Ad Sizes</u>	<u>**Rates</u>	
<u>1/4 page</u>	\$250	4 1/4 x 5" 1/4(bleed) 3 3/4 x 5" (w/o bleed)
<u>1/2 page</u>	\$450	8" X 5 1/2" (bleed) 7 1/4" X 5" (w/o bleed)
<u>Full Page</u>		8" X 10 3/4" (bleed)
*Inside front cover	\$900	7 1/4" X 10 1/4" (w/o bleed)
Inside	\$850	
*Back Cover	\$900	
<u>2-Page Spread (or 2 full page ads)</u>		16 X 10 3/4" (bleed)
*Inside front cover	\$1500	15 X 10 1/4" (w/o bleed)
Inside	\$1300	
*Inside back cover	\$1500	

**Ad rates can be taken as a tax-deductible donation to Right to the Heart Ministries

5% Discount for those who purchase advertising space in 4 consecutive issues.

25% Discount for ads for contributing authors plus free promotional cutline on article and web ad.

2014 AD DUE DATES

<u>ISSUE</u>	<u>Ad reservation due</u>	<u>Completed ad due date</u>
MARCH 2014	— January 15	January 20
MAY 2014	— March 10	March 20
JULY 2014	— May 9	May 20
SEPTEMBER 2014	— July 10	July 21
NOVEMBER 2014	— September 10	September 22
JANUARY 2015	—November 10	November 20