

# LEADING HEARTS<sup>?</sup>

FOR CHRISTIAN WOMEN

## Ad Rate Chart 2018-2019

<u>Ad Sizes</u>	<u>**Rates</u>	
<u>1/4 page</u>	\$100	4 1/4 x 5" 1/4(bleed) 3 3/4 x 5" (w/o bleed)
<u>1/2 page</u>	\$200	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 bleed)	\$400	7 1/4" X 10 1/4" (w/o
Inside	\$400	
*Back Cover	\$450	
<u>2-Page Spread (or 2 full page ads)</u>		16 X 10 3/4" (bleed)
*Inside front cover	\$600	15 X 10 1/4" (w/o bleed)
Inside	\$600	
*Inside back cover	\$600	

\*\* 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.

## **2018 AD DUE DATES ISSUE**

<u>ISSUE Ad</u>	<u>Reservation Due</u>	<u>Completed ad due date</u>
MARCH 2018 —	February 1	February 10
MAY 2018 —	March 24	April 10
JULY 2018 —	May 24	June 10
SEPTEMBER 2018 —	July 24	August 10
NOVEMBER 2018 —	September 24	October 10
JANUARY 2019 —	November 24	December 10
MARCH 2019 —	February 1	February 10
MAY 2019 —	March 24	April 10
JULY 2019 —	May 24	June 10
SEPTEMBER 2019 —	July 24	August 10
NOVEMBER 2019 —	September 24	October 10
JANUARY 2020 —	November 24	December 10