

## WHY ADVERTISE WITH REPORTER?

Marketing is about getting “the most bang for the buck.” That is, it’s about locating those most likely to buy your product or service so you can maximize your advertising dollar.

We’d like to introduce you to *Reporter*, a monthly newspaper produced for the professional church workers and lay leaders of The Lutheran Church—Missouri Synod.

Every month, *Reporter* reaches 33,000 of the most important and influential decision-makers in our 2.5 million-member church body — LCMS pastors, teachers, chaplains, lay ministers, congregational chairmen and elders, parish assistants, directors of Christian outreach, and directors of Christian education.

For just pennies per customer, you can reach the people you need to reach — the people who buy.

FOR A SAMPLE COPY E-MAIL  
[kathryn.gritts@lcms.org](mailto:kathryn.gritts@lcms.org)

## AD PRODUCTION GUIDELINES

*Reporter* does not provide ad composition services. The following information should guide you when producing your ads:

- *Reporter* is printed on 40 lb. newsprint on a web-offset press
- Allow 30 percent dot gain
- Ads must be boxed. Ads submitted without a border will be boxed.
- No bleeds
- Screen: 100 line

Advertisers should submit ads electronically on CD along with a hard-copy print. While PDF format is preferred, we also accept jpeg, tiff, and eps formats. Files should be 300 dpi or better.

If you have any questions about these guidelines, please contact Kathryn Gritts at our office.

### Reporter Newspaper

Reporter Advertising  
1333 S. Kirkwood Road  
St. Louis, MO 63122  
Phone: 314-996-1214  
Fax: 314-996-1126  
E-mail: [kathryn.gritts@lcms.org](mailto:kathryn.gritts@lcms.org)



GET YOUR AD  
DOLLARS  
ON  
TARGET



<http://reporter.lcms.org>

THE LUTHERAN CHURCH—MISSOURI SYNOD

# ADVERTISING RATES AND SIZES

## ADVERTISING SIZES

<u>Size</u>	<u>Picas Wide</u>	<u>Picas Tall</u>	<u>Inches Wide</u>	<u>Inches Tall</u>
Full Page	59	90, 6 points	9 13/16	15
1/2 Page	59	45, 1 point	9 13/16	7 1/2
	29	90, 6 points	4 13/16	15
1/4 Page	14	90, 6 points	2 5/16	15
	29	45, 1 point	4 13/16	7 1/2
	44	29, 9 points	7 5/16	4 15/16
	59	22, 3 points	9 13/16	3 11/16
1/8 Page	14	45, 1 point	2 5/16	7 1/2
	29	22, 3 points	4 13/16	3 11/16
	44	15, 0 points	7 5/16	2 1/2
	59	11, 3 points	9 13/16	1 7/8
1/16 Page	14	22, 3 points	2 5/16	3
	29	11, 3 points	4 13/16	1 7/8

## ADVERTISING RATES (\$ per ad)

<u>Size</u>	<u>1X</u>	<u>3X</u>	<u>6X</u>	<u>Add Process 4-color</u>
Full Page	\$3,219	\$3,057	\$2,900	\$290
1/2 Page	\$1,931	\$1,832	\$1,736	\$174
1/4 Page	\$1,126	\$1,068	\$1,011	\$101
1/8 Page	\$643	\$611	\$582	\$59
1/16 Page	\$372	\$353	\$334	\$33

# PUBLICATION DATES

## 2009

<u>Edition</u>	<u>Ad-Cutoff</u>	<u>Print Date</u>	<u>Art Due</u>
Jan.	12/03/08	12/17/08	12/10/08
Feb.	01/14/09	01/28/09	01/21/09
Mar.	02/11/09	02/25/09	02/18/09
Apr.	03/11/09	03/25/09	03/18/09
May	04/15/09	04/29/09	04/22/09
Jun.	05/13/09	05/28/09	05/20/09
Jul.	06/10/09	06/24/09	06/17/09
Aug.	07/15/09	07/29/09	07/22/09
Sep.	08/12/09	08/26/09	08/19/09
Oct.	09/09/09	09/23/09	09/16/09
Nov.	10/14/08	10/28/09	10/21/09
Dec.	11/11/09	11/25/09	11/18/09

## 2010

Jan.	12/09/09	12/16/09	12/23/09
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NOTE: Increased frequency lowers your rate and increases the impact of your advertising campaign. Mixed sizes of ads in a campaign are permitted. A frequency contract allows for the discount to be taken on any size ad.

NOTE: Color increases response to your ad.