

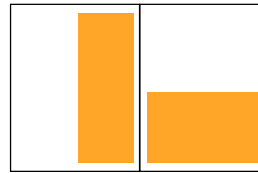
el Intérprete

RATE CARD 2012

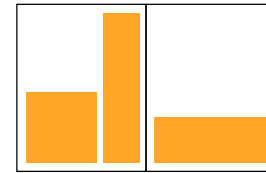
Advertisements may be in English, Spanish or Portuguese.



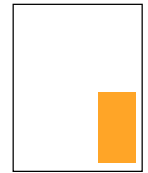
Cover 4



1/2 page vertical,
1/2 page horizontal



1/3 page square,
1/3 page vertical,
1/3 page horizontal



1/6 page
vertical

el Intérprete magazine informs, nurtures and unifies the community of Hispanic/Latino United Methodist churches as they fulfill their mission to make disciples of Jesus Christ for the transformation of the world.

Ads	specs	1X
Full page	8.5 in. x 11 in. (bleed: 0.125 in.)	\$600
1/2 page vertical	3.625 in. x 9.8 in. (no bleed)	\$400
1/2 page horizontal	7.45 in. x 4.65 in. (no bleed)	\$400
1/3 page square	4.65 in. x 4.65 in. (no bleed)	\$300
1/3 page vertical	2.3725 in. x 9.8 in. (no bleed)	\$300
1/3 page horizontal	7.45 in. x 3 in. (no bleed)	\$300
1/6 page vertical	2.4715 in. x 4.65 in. (no bleed)	\$200
Insert (4 or 8 pages), 2-page spread and BRC rates available upon request.		
Cover 2	8.5 in. x 11 in. (bleed: 0.125 in.)	\$650
Cover 3	8.5 in. x 11 in. (bleed: 0.125 in.)	\$625
Cover 4	8.5 in. x 7 in. (bleed: 0.125 in.)	\$650

Note: Bleed sizes allow for .125 inches on all sides, and is REQUIRED for Cover 2, 3, 4 and 2-page spread ads. Ad content should be kept within a margin of .25 inches from trim. If ad runs into or across page gutter (i.e. spread or full-page ad), allow a space of .1875 inches for content.

Design and Translation Fee: A design fee of \$50 will be charged when advertisers request a full ad design. Translations into Spanish or Portuguese will be charged \$30 for up to 100 words; \$50 for more than 100 words.

* All rates listed are net

Circulation: 6,000

Publication Specifications	Deadlines	Space Reservation Due	Ad Materials Due
Saddle Stitched	Jan/Feb 2012	10/25/11	11/7/11
Trim Size 8.5 in. x 11 in.	Mar/Apr 2012	12/7/11	12/16/11
Bleed: .125 in.	May/Jun 2012	1/3/12	2/13/12
	July/Aug 2012	3/20/12	4/4/12
	Sept/Oct 2012	5/10/12	5/25/12
	Nov/Dec 2012	7/1/12	7/16/12

TERMS & AGREEMENT

General Advertising Policy

Advertising for all publications must conform to the Social Principles of The United Methodist Church and is subject to editorial approval. All advertising should, as much as possible, reflect the cultural diversity that exists within The United Methodist Church. Advertising policy prohibits advertising programs or resources that are in direct competition with official United Methodist programs or resources. All advertisements must comply with all applicable federal, state and local laws and regulations, as well as have no political agenda. Therefore, United Methodist Communications reserves the right to refuse advertisements that do not comply with these policies, as well as other inappropriate or unacceptable advertising. United Methodist Communications is not liable for any costs relative to an advertisement that is rejected.

Advertising Policy and First-Time Advertiser Requirements

No advertisement will be published without execution of a valid advertising contract. All new advertisers must complete a credit application form and provide appropriate financial information to United Methodist Communications. For first-time advertisers, initial ads are to be paid in advance. With credit approval, subsequent ads can be invoiced by United Methodist Communications directly to the advertiser and/or the advertising agent upon publication of the issue that contains the advertisement.

Payment Policy and Delinquency Status

All invoices for advertising should be paid within 30 days of invoice date. If payment is not received, accounts are considered delinquent. United Methodist Communications will initiate contact to inform advertiser of delinquent status. An advertising account in delinquent status is subject to rejection of future advertisements. Furthermore, ads that already have been contracted for (such as annual contracts) are subject to being pulled from the issues in which they are scheduled to run.

Cancellation/Change Policy

Cancellations are not accepted after the reservation deadline. Cancellations must be made in writing. Advertisers requesting changes in advertisement dimensions after the reservation deadline will incur a late fee of \$50 per occurrence. Advertisers providing artwork or other material after the ad art deadline will incur a late fee of \$50 per occurrence. An advertiser requesting or authorizing United Methodist Communications to make changes in text, art or design of an existing advertisement will incur a fee of \$50 per occurrence. All requests and authorizations for such changes must be submitted in writing.

Indemnification

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless United Methodist Communications, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

For more information contact:

Andy Tabar, advertising manager, phone: (615) 208-4797, E-mail: atabar@umcom.org

SPECIFICATIONS

Ad Delivery Options

E-MAIL

Files smaller than 10 MB may be sent via e-mail to atabar@umcom.org

FTP

Site: ftp://ftp.umcom.org/ productions

User name: dmz\umcontract

Password: c0nt@ct

(note: 0 is zero, not capital letter O)

Folder: Interpreter Ads

Please e-mail atabar@umcom.org when files are posted.

DISK

Andy Tabar
Advertising Coordinator
United Methodist Communications
810 12th Ave., S.
Nashville, TN 37203

Ad materials are destroyed after 12 months unless otherwise requested by the client. Advertisers who wish to have original art returned should include a self-addressed label with the artwork. The publisher is not responsible for errors in key numbers, advertiser index or coupon backup.

PLACEMENTS

Contact Andy Tabar at atabar@umcom.org for current ad positions.

Print Magazines

PREFERRED FILE FORMATS

PDF (PDF/X-1a:2001, TIFF, EPS, InDesign (for ads needing translation)

FILE SPECIFICATIONS

(ads MUST contain the following):

Color Ads:

4-color build (CMYK) no spots.

High-resolution images (300dpi)

Embedded fonts (no True Type fonts)

.125 in. bleed and crop marks (if applicable)

B&W Ads:

Grayscale TIFF

High-resolution images (300dpi)

.125 in. bleed and crop marks (if applicable)

Note: Following all these specifications will expedite our process and placement of your ad. To help us insure quality, ads should be accompanied by a hard copy color proof or low resolution pdf.

Digital Magazines

FORMAT

The file can be provided as a PDF, EPS, AI, SWF, GIF, JPG, or TIFF file. Vector files will look best when enlarged by the viewer.

SWF files must be created in Adobe Flash only. SWF files created in SWiSH are not accepted. Any SWF files should be accompanied by the FLA file from which they were created.

The preferred output resolution of the image is 150 dpi.

Embed all fonts.

Convert any ligatures into their proper letters before sending files.

DEADLINE

Digital ads must be under contract by the 5th of the month preceding the issue date. For example, an ad for the July/August issue must have a completed and signed contract by June 5. Completed ads must be delivered to atabar@umcom.org by the 15th of the month preceding the issue date.

Websites & E-newsletters

DEADLINE

10 business days prior to start date with materials furnished.

FORMAT

GIF, JPG or SWF. Animation must be approved on case-by-case basis. Contact Andy Tabar at atabar@umcom.org if you would like to discuss Rich Media opportunities.

For more information contact:

Andy Tabar, advertising manager, phone: (615) 208-4797, E-mail: atabar@umcom.org

CONTACT

If you represent a United Methodist church, board or agency, contact Andy Tabar, (615) 208-4797, atabar@umcom.org

External advertisers should contact Fox Associates.

Fox Associates Offices

Email: adinfo.umc@foxrep.com

Fox-Chicago

116 West Kinzie Street
Chicago, IL 60654
312-644-3888
FAX: 312-644-8718

Fox-New York

347 Fifth Ave., Suite 1101
New York, NY 10016-5010
800-826-3032
212-725-2106
FAX: 212-779-1928

Fox-Los Angeles

1445 East Los Angeles Avenue
Suite 301
Simi Valley, CA 93065
805-522-0501
FAX: 805-522-0504

Fox-Detroit

6765 Woodbank Dr.
Bloomfield Hills, MI 48301-3040
248-626-0511
FAX: 248-626-0512

Fox-Atlanta

3685 Bellegrove Ridge
Marietta, GA 30062
770-977-3225
FAX: (888) 853-9234

Fox-Phoenix

14300 N. Northsight Blvd.
Suite 118
Scottsdale, AZ 85260
480-538-5021
FAX: 480-367-1110

For more information contact:

Andy Tabar, advertising manager, phone: (615) 208-4797, E-mail: atabar@umcom.org