

NON-PROFIT

Advertising information

General info

Mennonite Brethren Herald Digest is a monthly online denominational publication of the Canadian Conference of Mennonite Brethren Churches. All advertising is subject to the approval of the editors. Advertising that competes or conflicts with any ministry, agency, or theological confession of the Canadian Conference of MB Churches may not be accepted.

Rates

	1 issue	x2 (-5%)	x3 (-10%)	4+ (-15%)
1. Full page	\$700	\$665 ea	\$630 ea	\$595 ea
2. Half -page horizontal	\$350	\$332.50 ea	\$315 ea	\$297.50 ea
3. Third -page horizontal	\$275	\$261.25 ea	\$247.50 ea	\$233.75 ea
4. Full -column vertical	\$275	\$261.25 ea	\$247.50 ea	\$233.75 ea
5. Banner	\$150	\$142.50 ea	\$135 ea	\$127.50 ea
6. Business card plus	\$50	\$47.50 ea	\$45 ea	\$42.50 ea

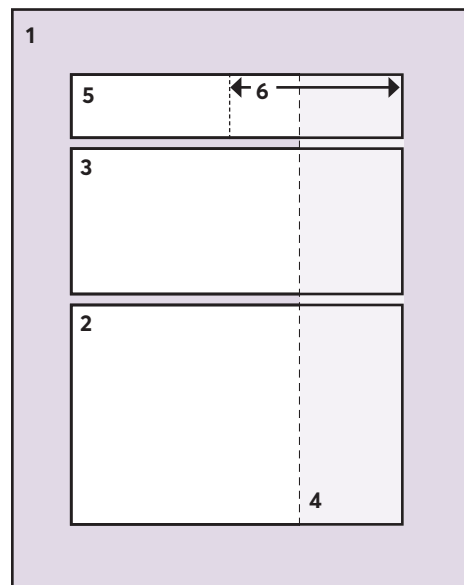
Add 5% GST. Rates are subject to change without notice.

\$45 additional charge for ads designed and set up by the *MB Herald*.

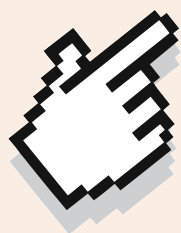
Online ads

Advertisements will appear for 30 days.

Please send ads as an image file (jpg, png). If you wish the ad to direct to a webpage, please



- 1 **Back cover & full page**
9"x11.5" + 0.125" bleed
- 2 **Half page horizontal**
6.75"x4.5"
- 3 **Third page horizontal**
6.75"x3"
- 4 **Full column vertical**
2.1"x9.17"
- 5 **Banner**
6.75"x1.33"
- 6 **Business card**
3.25"x1.33"



indicate the link.

- Sidebar box**
750 x 750px (square) \$ 300
- Sidebar rectangle**
375 x 750px (wide) \$ 150

Footer banner

2000 x 250px (wide) \$ 400

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Submission deadlines

Cover date for print publication is the first Monday of each month.
Contact *MB Herald* (information below) for a current publication schedule.

January 2022	December 6, 2022
February 2022	January 10, 2022
March 2022	February 7, 2022
April 2022	March 14, 2022
May 2022	April 11, 2022
June 2022	May 9, 2022
July 2022	June 13, 2022
August 2022	July 11, 2022
September 2022	August 15, 2022
October 2022	September 12, 2022
November 2022	October 11, 2022
December 2022	November 14, 2022

We reserve the right to decline ads.
Advertiser will be charged 50% of total cost for cancellation of reserved ad space.

Display ad requirements

Display advertisements must meet printing standards. Please ensure your ad meets the criteria in the ad checklist below. Packaged InDesign files or PDFs are preferred.

Ad submission checklist

For PDF

- Document is the correct dimensions.
- Full page ads include a .125" bleed
- PDFs are exported with PDF/x1a:2001 settings.
- Images are CMYK; larger than 250 dpi

For InDesign

- All images and links are set to CMYK colour space and are 300 dpi or larger at their final size.
- Black text is set to true black (*uses the K plate while printing*).
- Custom fonts are outlined or provided with file.
- InDesign files are properly linked and packaged to contain all files and fonts.

For both

- Files are emailed or uploaded and sent via email or file transfer service.

Contact

Advertising:
mbherald@mbchurches.ca

Communications: Carson Samson
carson.samson@mbchurches.ca

Telephone: 204-654-5766
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