

the WittenburgDoor

The World's Pretty Much Only Religious Satire Magazine



Advertising Rate Card

Hey! Ever thought about advertising in *The Wittenburg Door*? No, seriously!

We recently commissioned a demographic study of our readership that showed we reach more people in positions of influence—an inordinate number of pastors, priests, lay leaders, elders, authors, magazine publishers (a-HEM!), even bishops (Edgar M. Bishop, a retired fireman in Albuquerque)—than virtually any religious magazine this side of *Christian Century*. No foolin'!

Plus, *The Door* has the second highest pass-on readership of any magazine in the country (behind only *Reader's Digest*), which proves our loyal readers are influential, thrifty AND cheap.

So, think about it already. We'd be delighted to work with you to give you the best possible coverage in a magazine noted for the disposable income of its readers. (They must be rich—who else could afford to blow \$29.95 on a bi-monthly magazine?!)

Contacts

Advertising orders, inquiries, materials, payments:

Charles A Roth Jr
CA Roth Jr Inc
PO Box 1864
York Beach, ME 03910
516-729-3509
carothjrinc@maine.rr.com

Anything else:

Harry Guetzlaff
The Wittenburg Door
5634 Columbia Avenue
Dallas, TX 75214
214-827-2625
harry@trinityfi.org

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Rates, Calendar & Specs

Cover 4

4 color or b & w
trim size: 8.5 x 11"
live area: 7.5 x 10"
bleed size: 8.75 x 11.25"
add .125" on all sides
for bleed ads

1x = \$1425
3x = \$1355
6x = \$1285

Cover 3

4 color or b & w
trim size: 8.5 x 11"
live area: 7.5 x 10"
bleed size: 8.75 x 11.25"
add .125" on all sides
for bleed ads

1x = \$1125
3x = \$1075
6x = \$1015

1 Page

4 color or b & w
trim size: 8.5 x 11"
live area: 7.5 x 10"
bleed size: 8.75 x 11.25"
add .125" on all sides
for bleed ads

1x = \$1025
3x = \$975
6x = \$935

1/2 Page Horizontal

4 color or b & w
trim size: 8.5 x 5.5"
live area: 7.5 x 5"
bleed size: 9.13 x 6.13"
add .63" on both sides
and bottom for bleed ads

1x = \$825
3x = \$785
6x = \$745

1/3 Page Horizontal

4 color or b & w
trim size: 8.5 x 3.81"
live area: 7.5 x 3.31"
bleed size: 9.13 x 3.94"
add .63" on both sides
and bottom for bleed ads

1x = \$525
3x = \$500
6x = \$475

1/3 Page Vertical

4 color or b & w
trim size: 3 x 11"
live area: 2.5 x 10"
bleed size: 3.13 x 11.25"
add .57" on right and .63"
on top and bottom for bleed ads

1x = \$525
3x = \$500
6x = \$475

Issue Date	Space Reservation Deadline	Ad Materials Due
January/February	November 1	November 14
March/April	January 2	January 13
May/June	March 1	March 14
July/August	May 1	May 12
September/October	July 5	July 14
November/December	September 1	September 14

Digital Submission of Files:

- High resolution PDFs (preferred) can be emailed.
- QuarkXpress (version 6.5 or earlier), Adobe InDesign. (ftp upload available for stuffed files).
- Ads can be submitted on CD (please include a laser print).

For QuarkXpress: please collect the files using FlightCheck or a similar program. All images and fonts (including printer fonts) must be included.

Images & Text:

- CMYK for all color ads
- Grayscale for all b&w ads
- All text should remain in the live area

All images used in ads should be at 300 dpi resolution and should be either Photoshop EPS, TIFFs or Adobe Illustrator EPS files.

Please do not use images in RGB mode.

Agency Discount: 15% to recognized agencies provided they remit payment within 30 days.