

COMMISSIONS

A 15% commission is granted to recognized advertising agencies on all display space, color, and special position charges, provided that the account is paid within 30 days of invoice date.

PUBLISHED BY LOGOS PRODUCTIONS INC.

Paul Truran, CEO
Nick Skapyak, Editor
Mary Truran, Art Director
Steve Truran, Advertising Coordinator

ADVERTISING REPRESENTATIVE AND OTHER CORRESPONDENCE:

Logos Productions Inc.
Attn: Steve Truran
6160 Carmen Avenue
Inver Grove Heights, MN 55076-4422
struran@logosstaff.com
651-451-9945 x233

THE *Lutheran* DIGEST

Inspiration, Hope & Humor

**Rates and
Specifications**

PROFILE

The Lutheran Digest is a quarterly magazine first published in 1953. Its unique mix of original and previously published writing and poetry provides readers with inspiration, hope, and humor. It is delivered at no charge to Lutheran congregations who distribute copies to members for personal use and for outreach ministries with non-members.

DEMOGRAPHICS

- 78% of our readers pick up their copy at a Lutheran church
- 90% of our readers are over the age of 50
- 88% of our readers are female
- 65% of our readers pass along *The Lutheran Digest* when finished reading it
- The average reader has been reading *The Lutheran Digest* for 12 years
- Distribution area: FL, IA, IL, IN, KS, MI, MN, ND, NE, NY, OH, PA, SD, TX, WI
- Circulation: 45,000 total (1,700 paid subscribers, 43,300 controlled distribution to Lutheran churches)

ADVERTIZING RATES

Rates are based on the total number of insertions used within any twelve-month period from date of first insertion. Space ordered on a frequency contract, if not fulfilled, will be short-rated.

4-Color Rates (rates are per issue)

	1x	4x (15% discount)
Cover 2	\$3,238	\$2,752
Cover 3	\$2,976	\$2,530
Page adjacent to Cover 3	\$2,976	\$2,530

Black and White Rates in main text body (rates are per issue)

	1x	4x (15% discount)
Full Page	\$2,541	\$2,160
Half Page	\$2,385	\$2,027

Ad Sizes

	Width	Height
Full Page	4.63"	6.25"
Half Page	4.63"	3.125"

Deadlines (Cancellations will be accepted up to and including the artwork deadline)

Issue	Reservation Deadline	Artwork Deadline
Summer 2010	April 1	May 1
Fall 2010	July 1	August 1
Winter 2011	October 1	November 1
Spring 2011	January 1	February 1

BLEEDS

Bleeds are only available for 4-color ads. There is no extra charge for bleeds. Bleeds should extend 1/8" beyond the trim size. Please keep vital advertising matter within a minimum of 1/2" away from trim edges.

MECHANICAL SPECIFICATIONS

Publication trim size: 5.375" x 7.25"

Preferred material:

High resolution TIFF or PDF. E-mail your file to struran@logosstaff.com.