



# INSIGHT MAGAZINE

## 2018 *INSIGHT*

*INSIGHT* (formerly the *NACBA Ledger*) is a quarterly magazine featuring sound, practical material written to support the work of church administrative leaders. It is published by The Church Network (formerly the National Association of Church Business Administration), a nationwide network of church leaders which exists to train, certify (CCA), and provide resources for those serving in the field of church administration.

## WHO READS *INSIGHT*?

The Church Network (TCN) offers advertising space in *INSIGHT* to companies having special interest in reaching the church market. Through *INSIGHT* you can reach a highly specialized audience of more than 2,000 church leaders responsible for the purchasing decisions in local churches and religious institutions of all denominations in all 50 states, the District of Columbia, and Canada.



## THE CHURCH NETWORK MARKETING OPPORTUNITY

*INSIGHT* magazine is a significant advertising opportunity for your company, but it is only part of the comprehensive marketing plan from The Church Network.

TCN National Conference brings together over 500 church administrative leaders each year, providing your company exhibit, advertising, and sponsorship opportunities. Consult the folder, *The Church Network Marketing Opportunity 2: National Conference* for details.

TCN Digital Media opportunities include TCN home page online advertising, *TCN Ultimate Guide to Church Suppliers* and *TCN Weekly Update*. Advertising on the TCN Website home page puts your ad in front of hundreds of church administrative leaders every day. The *Ultimate Guide* is a searchable Website and a single source for the church leader. The *Weekly Update* is an opt-in email resource that provides comprehensive weekly news briefs containing the week's top industry stories. For more details, see the flyer, *The Church Network Marketing Opportunity 3: Digital Media*.

## SAMPLE EDITORIAL CONTENT

- Administration and management
- Book reviews
- Communications and public relations
- Crisis planning and management
- Diversity
- Health and risk management
- Internet and social media
- Motivation
- Personnel and staff development
- Preservation and renovation
- Recruiting
- Stewardship and finance
- Tax and legal issues
- Technology

## ADVERTISING MEASUREMENTS

### DOUBLE PAGE SPREAD

Bleed: 17-1/4" x 11-1/4"  
 Trim: 17" x 11"  
 Live area: 16" x 10"

### FULL PAGE

Bleed: 8-3/4" x 11-1/4"  
 Trim: 8-1/2" x 11"  
 Live area: 7-1/2" x 10"

### HALF PAGE SPREAD

Bleed: 17-1/4" x 5-3/8"  
 Live area: 16" x 4-3/4"

### HALF PAGE

Live area: 7-1/2" x 4-3/4"

## PRODUCTION GUIDELINES

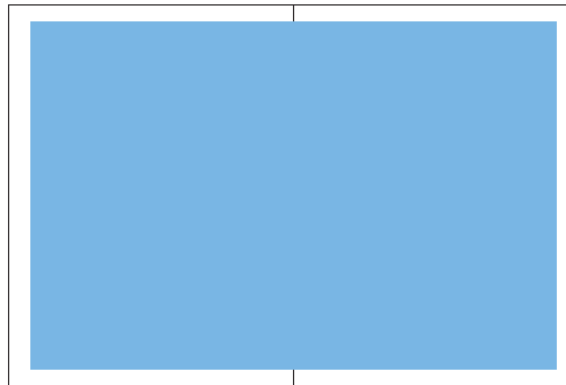
### PRINTING

Advertising is required in digital form because *INSIGHT* is paginated digitally and output through computer-to-plate technology directly to offset printing plates. If your ad is not available in digital form, please contact TCN for an estimate to recreate the ad.

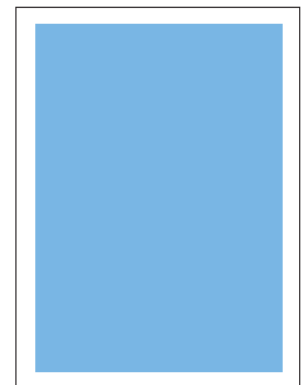
### GUIDELINES FOR DIGITAL ADVERTISING

**Mac Computers** Application files can be submitted in the Mac platform in the following software: Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. (A QuarkXpress file should be prepared as a pdf file.) Include all fonts to avoid unexpected font conflicts, especially if your fonts have custom kerning or tracking tables. Do not mix postscript and truetype fonts. All linked artwork such as charts or graphs, logos, or photographs must be included with ads in order to output properly at high resolution. Please provide a black-and-white or color print of the advertising for reference.

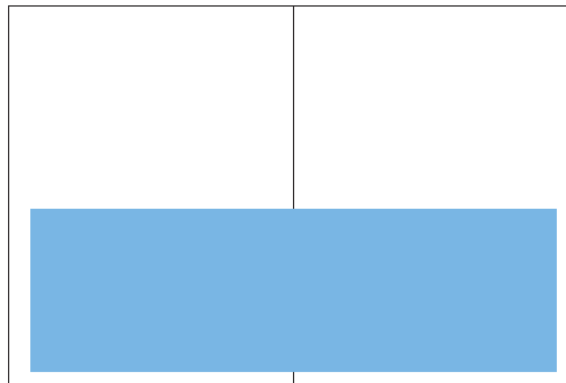
**Windows Computers** Advertising created using Windows computers should be exported as either an eps file or Adobe Acrobat (pdf) file. When exporting an eps file, convert all fonts to outlines and include linked graphics. If preparing a pdf file, please follow the guidelines on page 3. Advertising created using Adobe Photoshop also may be submitted as a tif or Photoshop eps file.



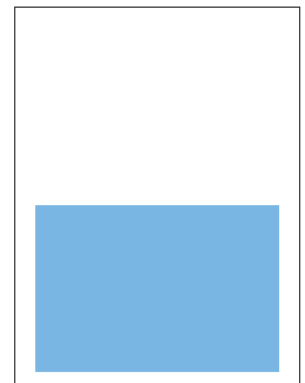
Double Page Spread



Full Page



Half Page Spread



One Half Page

**Adobe Acrobat (pdf)** Advertising created using either Mac or Windows computers can be submitted as a pdf file. When preparing pdf files, please remember the following: convert all photographs and all colors to cmk colors rather than rgb. In addition, embed all fonts, and be sure to include one-eighth-inch bleeds (if the ad bleeds) and crop marks. Contact *INSIGHT*'s designer, Pat Hardesty, at (713) 304-0692 or by email at [PatHardesty@me.com](mailto:PatHardesty@me.com) with questions about preparing pdf files.

**STORAGE MEDIA**

Ads can be accepted on CD and DVD disks.

**DELIVERY**

Ads can be delivered to Pat Hardesty at 4806 Florence St, Bellaire, TX 77401-5020. The telephone number is (713) 304-0692.

Ads can be sent via email to [PatHardesty@me.com](mailto:PatHardesty@me.com). All files should be compressed into a single self-extracting archive, and should not exceed 10mb for one file (after encoding for the Internet). When sending application files for ads by email, please include a pdf file for reference.

To upload advertising very large files, contact the editor, Phill Martin, at [phill@thechurchnetwork.com](mailto:phill@thechurchnetwork.com).

**ADVERTISING GUIDELINES**

**GENERAL INFORMATION**

- In consideration of publication of an advertisement the advertiser and the agency, jointly and severally, will indemnify and hold harmless TCN, 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 or right of privacy, copyright infringement or plagiarism.
- Contracts in effect at the time of rate change will be protected until end of contract.
- New material must be received by issue deadline, or the publisher reserves the right to print the previous ad.
- TCN reserves the right to reject any advertisement, at any time, for any reason.

(continued on page 4)



## 2018 ADVERTISING RATES

All rates are net. Recognized advertising agencies may add their usual and customary fee to the advertised rates.

NUMBER AD SIZE/RATE AD SIZE/RATE AD SIZE/RATE AD SIZE/RATE

### Black and White Advertising

1x			Full page \$ 350	1/2 page \$ 180
2x			Full page \$ 310	1/2 page \$ 175
3x			Full page \$ 275	1/2 page \$ 160
4x			Full page \$ 253	1/2 page \$ 150

### 4-Color Advertising

1x	Dbl. page \$1,380	1/2 Pg. Spd. \$ 825	Full page \$ 850	1/2 page \$ 680
2x	Dbl. page \$1,345	1/2 Pg. Spd. \$ 800	Full page \$ 810	1/2 page \$ 675
3x	Dbl. page \$1,300	1/2 Pg. Spd. \$ 760	Full page \$ 775	1/2 page \$ 660
4x	Dbl. page \$1,275	1/2 Pg. Spd. \$ 735	Full page \$ 753	1/2 page \$ 650

Rates same as 2017!

### Special Position (Full page, 4-color advertising only)

NUMBER	INSIDE FRONT COVER	PAGE 1	PAGE 2	PAGE 5	INSIDE BACK COVER	BACK COVER
1x	\$1,040	\$1,040	\$1,040	\$1,000	\$1,000	\$1,070
2x	\$ 975	\$ 975	\$ 975	\$ 940	\$ 940	\$1,000
3x	\$ 945	\$ 945	\$ 945	\$ 900	\$ 900	\$ 975
4x	\$ 900	\$ 900	\$ 900	\$ 860	\$ 860	\$ 925

Ads that are 1/3 and 2/3 page vertical are also accepted. Contact TCN for rates.

Rate listed on multiple insertions is the rate for each insertion. For example, the 2x rate for a full page, 4-color ad is \$810. The total cost for the two insertions is \$1,620.

## PUBLICATION TIMETABLE

### SPRING 2018

Reserve Space	January 19
Ad Materials Due	January 26
Publication Date	February 9*

### SUMMER 2018 (PRE-CONFERENCE)

Reserve Space	April 27
Ad Materials Due	May 11
Publication Date	May 25*

### FALL 2018 (POST-CONFERENCE)

Reserve Space	August 10
Ad Materials Due	August 24
Publication Date	September 7*

### WINTER 2018

Reserve Space	October 19
Ad Materials Due	November 2
Publication Date	November 16*

\* Publication dates are projections only.

## ADVERTISING GUIDELINES (continued)

- Cancellations must be in writing. No cancellation will be accepted after the space reservation date. When the entire schedule of the contract is not used, the advertiser will be short-rated to the number of ads printed and billed for the difference.
- Information on bind-in cards and inserts is available on request.

### GENERAL INFORMATION

- New advertisers must send full payment with order.
- Terms: due 30 days after publication.

## FOR MORE INFORMATION

For additional information about advertising in *INSIGHT* or other TCN publications, contact Simeon May, Chief Executive Officer, at [simeon@thechurchnetwork.com](mailto:simeon@thechurchnetwork.com), or Tammy Mirau, Administrative Associate, at [tammy@thechurchnetwork.com](mailto:tammy@thechurchnetwork.com), or (800) 898-8085.

# The Church Network Advertising Agreement

Company Name \_\_\_\_\_  
Contact's Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

**INSIGHT Issues** (see *The Church Network Marketing Opportunity 1: INSIGHT Magazine* for rates)

- Spring 20\_\_       Summer 20\_\_       Fall 20\_\_       Winter 20\_\_  
 4-Color       Black & White  
 Double page       Full page       2/3page       1/2 page       1/3 page

**Amount for INSIGHT ads \$** \_\_\_\_\_

Other Requests \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

=====

**Grand Total \$** \_\_\_\_\_       Check Enclosed       Credit Card       Bill Me

I understand the contents of *The Church Network Marketing Opportunity 1: INSIGHT Magazine* and/or the contents of *The Church Network Marketing Opportunity 3: Digital Media* form integral parts of this agreement to which I agree to adhere.

Signature \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Exact Name on Card \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_  
\_\_\_\_\_

For information about advertising in the *Ultimate Guide to Church Suppliers* or the *Weekly Update*, please contact Multiview, The Church Network's publisher, toll-free at (800) 816-6710 or by e-mail to [TCN@multibriefs.com](mailto:TCN@multibriefs.com).

Revised 11/12/2018