



Professional Journal tcn MAGAZINE

TCN PROFESSIONAL JOURNAL

TCN Professional Journal (formerly *InSIGHT*) is a magazine published twice annually featuring sound, practical material written to support the work of church administrative leaders. It is published by The Church Network, 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

TCN PROFESSIONAL JOURNAL?

The Church Network (TCN) offers advertising space in *TCN Professional Journal* to companies having special interest in reaching the church market. Through this Journal, 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. It is a significant advertising opportunity for your company.



PRODUCTION GUIDELINES

PRINTING

Advertising is required in digital form because *TCN PROFESSIONAL JOURNAL* 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

File should be submitted as a **Adobe Acrobat** (pdf) file. Include all fonts to avoid unexpected font conflicts, especially if your fonts have custom kerning or tracking tables. When preparing pdf files, please remember the following: convert all photographs and all colors to cmyk 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. 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 print of the advertising for reference.

DELIVERY

Ads can be sent via email to 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.

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.
- 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.

SUBMISSION DEADLINES

Spring 2021

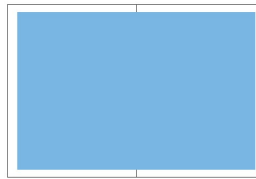
Reserve Ad by April 1
Submit Ad by April 23
Publication April 30*

Fall 2021

Reserve Ad space July 29
Submit Ad by August 20
Publication September 1*

* Estimated date of publication

ADVERTISING MEASUREMENTS



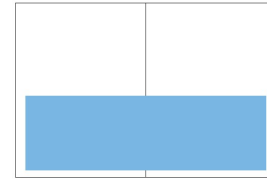
DOUBLE PAGE SPREAD

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



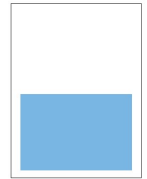
FULL PAGE

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"

2021 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
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

Rates same as 2020!

Special Positon (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

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.

The Church Network Advertising Agreement

Company Name _____

Contact's Name _____ Title _____

Address _____

Phone _____

Fax _____

Email _____

TCN Professional Journal issues (see *The Church Network Marketing Opportunity 1: Journal* for rates)

Spring 20__ Fall 20__ 4-Color Black & White

2/3 page 1/2 page 1/3 page Double page Full page

Amount for *TCN Journal* Ads \$ _____

Other Requests _____

Grand Total \$ _____ Check Enclosed Credit Card Bill Me

I understand the contents of *The Church Network Marketing Opportunity 1: TCN Journal* and/or the contents of *The Church Network Marketing Opportunity 3: Digital Media* form integral parts of this agreement to which I agree and 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 at 800.816.6710 or by email to TCN@multibriefs.com

Revised 1/25/2021

The Church Network ♦ 12655 N Central Expy Ste 950 ♦ Dallas TX 75243-3811 ♦ 800.898.8085 ♦ fax 972.699.7617