

# The Mennonite

## 2017 Media Rate Card

### Print magazine ad rates:

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
full page	\$1,500	\$1,300	\$1,100	\$1,000
2/3 page	1,075	975	875	775
1/2 page	825	750	700	650
1/3 page	575	500	475	450
1/4 page	300	270	240	210
1/8 page	200	180	160	140

### Ad dimensions:

Please be sure to follow measurements below exactly. Values listed are in inches.

	<b>Vertical</b>	<b>Horizontal</b>
1/8 page		3.542 x 2.191
1/4 page	3.542 x 4.588	
1/3 page	2.306 x 9.363	7.250 x 2.960
1/2 page	3.542 x 9.363	7.250 x 4.588
2/3 page	4.778 x 9.363	7.250 x 6.200
full page	7.250 x 9.363 (live area)	
	8.375 x 11.125 (full bleed)	
trim size	8.125 x 10.875 (trim)	

### 2017 Issue Dates:

<b>2017 Issues</b>	<b>Ad reservations due</b>	<b>Mail date</b>
January	December 5	December 22
February	January 6	January 27
March	February 3	February 24
April	March 3	March 24
May	April 7	April 28
June	May 5	May 26
July	June 2	June 23
August	July 7	July 28
September	August 4	August 25
October	September 8	September 29
November	October 6	October 27
December	November 3	November 17

### Inserts:

- Advertising alongside relevant editorial boosts the impact of your campaign and means you reach an audience who are engaged with the content
- Stands out from traditional display advertising
- Flexible and tactical
- Suitable campaigns include newsletters or informational packets, holiday brochures, travel agency tour brochures, small catalogues, CDs or DVDs

Inserts in *The Mennonite* cost \$1,202, plus printing, trimming, and postage

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### Web advertising:

Advertising on *The Mennonite* website and in either e-zine follow policies similar to display advertising in *The Mennonite* magazine.

To schedule an ad or for more information about open rates and demographics, contact Hannah Heinzekehr at [HannahH@TheMennonite.org](mailto:HannahH@TheMennonite.org) or 800-790-2498.

### Website ads:

- Video ad: \$300/week

Video must be able to be hosted on YouTube. Runs with sound on website sidebar.

- Large ad: \$165/week

Runs on the homepage and every web page on our site

330x600 pixels vertical, .jpg or .gif format

- Medium ad: \$125/week

Runs on the homepage and every web page of our site

330x250 pixels horizontal, .jpg or .gif format

### TMail and MenoAcontecer ads:

*TMail* is a weekly e-zine with over 3,750 subscribers and a 50-60% open rate;

*Meno Acontecer* is a monthly Spanish e-zine sent to over 600 subscribers.

- Featured story banner ad: \$65/week

600x100 pixels horizontal, .jpg or .gif format

- Large sidebar ad: \$55/week

160x480 pixels vertical, .jpg or .gif format

- Small sidebar ad: \$40/week

160x200 vertical, .jpg or .gif format

- Small banner ads: \$40/week

420x75 pixels horizontal, .jpg or .gif format

### PeaceLab Podcast ads:

The PeaceLab podcast is a partnership between The Mennonite, Inc. and the Peace and Justice Support Network. Each episode features a 25-minute interview with an Anabaptist peace practitioner.

- 30 second featured audio spot: \$200/episode

## Bundles

- Reserve a print ad and a web/*TMail* ad at the same time: 10% discount.
- Reserve three or more ads (print or web) at the same time: 15% discount.

All advertising is subject to approval.

Visit [www.themennonite.org/advertise](http://www.themennonite.org/advertise) for the full advertising policy.

## TheMennonite Advertising

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