



## 2022 Media Kit

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# About *Portals of Prayer*

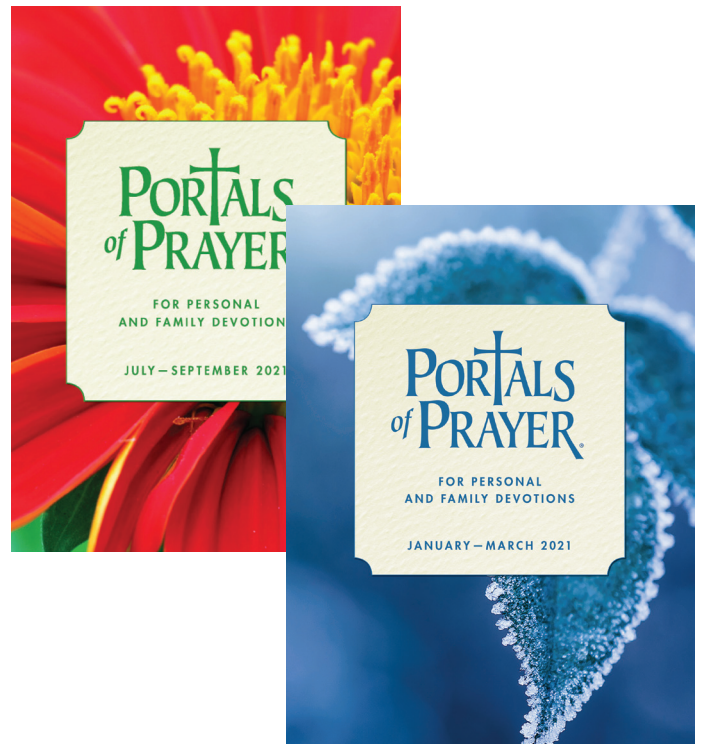
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Since 1937, *Portals of Prayer* has been a timeless source of strength and comfort for generations of readers. With a readership of over 1.2 million per quarter, *Portals of Prayer* copies are often found laid out in Lutheran churches as free resources to church members.

Each daily devotion in *Portals of Prayer* features a Bible passage, meditation, and prayer in an easy-to-read format. Readers use *Portals of Prayer* not only for daily personal devotions but also to open church meetings and Bible studies.

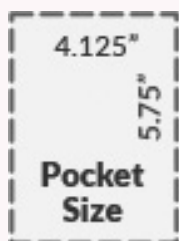
The publisher of *Portals of Prayer*, Concordia Publishing House, is the official publishing arm of The Lutheran Church—Missouri Synod. Lutheran customers have long trusted Concordia Publishing House to help meet their daily spiritual needs, and are loyal to the *Portals of Prayer* brand. This means that your advertisements will be seen by more than 1.2 million people per quarter who faithfully read *Portals of Prayer*—every edition, every day.

New editions are released quarterly.



*Portals of Prayer* is published in four versions:

## Pocket size



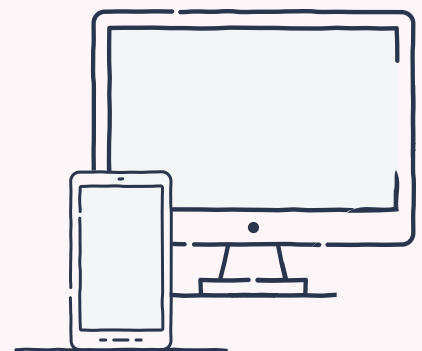
## Digest size



## Large print



## Digital



# Audience Profile

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Total readership per quarter:

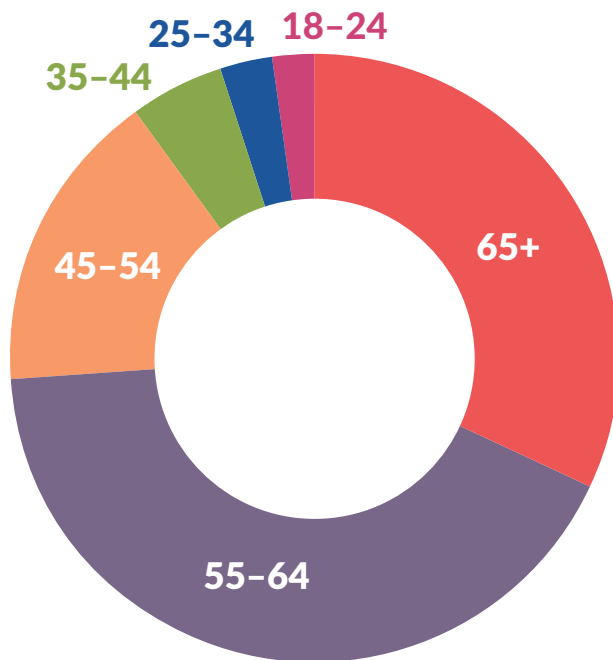
**1,245,000**



Religious affiliation:

**96.6%**  
**LUTHERAN**

Age:

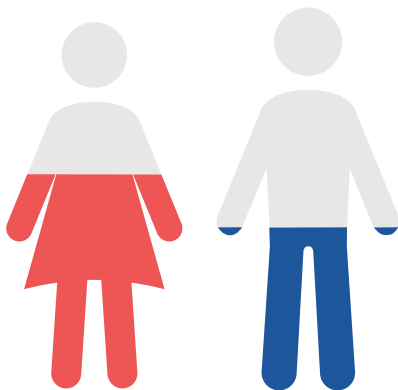


**673,000**

copies in circulation per quarter

**80 years** of providing  
daily strength to readers

Gender:



**Female: 57%**

**Male: 43%**

**Worldwide**  
distribution



# Advertising Options

We are currently only accepting advertisements in our print editions.

Cover 4 ads will only be included in the digest-size and large-print editions. All other ads will be included in all three print editions.

## Rates

Location	Size	Color	1x	2x	4x
Cover 2	Full page	4 color	\$9,000	\$8,550	\$8,100
Interior <i>(facing cover 3)</i>	Full page	Black and white	\$4,500	\$4,275	\$4,050
Cover 3	Full page	4 color	\$9,000	\$8,550	\$8,100
Cover 4	2/3 page	4 color	\$6,750	\$6,413	\$6,075

## Specs

	Cover 4 with bleeds	Cover 4 without bleeds	All others with bleeds	All others without bleeds
Pocket size	N/A	N/A	4.625" x 5.75"	4.125" x 5.25"
Digest size	5.75" x 5.6625"	5.25" x 5.1625"	5.875" x 8.75"	5.375" x 8.25"
Large print	8.5" x 7.6625"	8" x 7.1625"	8.75" x 11.375"	8.25" x 10.875"





# Deadlines

2022 Editions	Space Reservation	Files Due	Publication Date
1 Qtr - Jan/Mar	6/1/2021	08/01/21	1/1/2022
2nd Qtr - Apr/Jun	9/1/2021	11/01/21	4/1/2022
3rd Qtr - Jul /Sep	12/1/2021	01/14/22	7/1/2022
4th Qtr - Oct/ Dec	3/1/2022	04/15/22	10/1/2022
2023 Editions	Space Reservation	Files Due	Publication Date
1 Qtr - Jan/Mar	6/1/2022	07/15/22	1/1/2023
2nd Qtr - Apr/Jun	9/1/2022	10/14/22	4/1/2023
3rd Qtr - Jul /Sep	12/2/2022	01/13/23	7/1/2023
4th Qtr - Oct/ Dec	3/2/2023	04/14/23	10/1/2023
2024 Editions	Space Reservation	Files Due	Publication Date
1 Qtr - Jan/Mar	6/1/2023	07/14/23	1/1/2024
2nd Qtr - Apr/Jun	9/1/2023	10/13/23	4/1/2024
3rd Qtr - Jul /Sep	12/2/2024	01/12/24	7/1/2024
4th Qtr - Oct/ Dec	3/2/2024	04/12/24	10/1/2024

## How to Submit Your Electronic Files

Advertisements must be submitted via email to [paul.brunette@cph.org](mailto:paul.brunette@cph.org).

All files must adhere to the following specifications:

- Titles for files must include the name of your company, the editions of *Portals of Prayer* they will be included in, and whether the files include bleeds. Example: LCEF\_May2016PoP\_bleed.pdf
- Do not put crop marks on ads with bleeds.
- Borders are not permitted on ads unless the borders are decorative. A line border can be added when your ad is placed.
- PDFs should be CMYK and at least 300 dpi. No low-res images should be placed into the original artwork before PDFs are created. PDFs with low-res images will be rejected.
- If possible, please include the original InDesign files and fonts in case we need to make revisions to your ads.
- For PC platforms, type fonts may need to be changed to different typefaces.
- Graphics, logos, and pictures must be saved as EPS or TIFF files and submitted with the ads.

There will be a \$75 fee to transfer or rebuild ad submissions that do not meet the above specifications.

### Contact Us

Paul Brunette  
Sales Director

Concordia Publishing House  
3558 South Jefferson Ave.  
St. Louis, MO 63118-3968

[paul.brunette@cph.org](mailto:paul.brunette@cph.org)  
314.268.1119



# Terms and Conditions

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With this contract, we authorize Concordia Publishing House (CPH) to publish our advertisement in *Portals of Prayer* in accordance with the guidelines set forth herein.

The advertiser and/or advertising agency is solely responsible for the entire substance and content (including text and illustrations) of the advertising printed. Advertiser agrees to fully indemnify CPH and to hold CPH harmless from and against all liability or loss (including liability for attorney's fees and costs) and against all claims or actions, based on or arising out of the advertising printed in *Portals of Prayer*.

All advertising content is subject to acceptance by CPH who reserves the right to refuse any and all copy. It is CPH's policy not to accept any misleading or deceptive advertising. If accepted advertising matter resembles a current news matter, the word "Advertisement" may be added. Failure to meet deadlines for copy and/or artwork does not exempt advertiser from obligation to pay for reserved ad space.

Copy deadlines must be met to ensure publication. All changes of original copy or layout will be charged on the basis of time necessary to make such changes.

All accounts are due and fully payable upon receipt of the bill. Accounts 30 days or more past due will be charged an additional 1.5% on the unpaid balance. Accounts unpaid after 60 days will be refused advertising until the past due balance is paid in full.

This agreement shall be governed by the laws of the State of Missouri. In any litigation arising from this agreement, the venue shall be in St. Louis County, Missouri. The prevailing party in any litigation shall recover reasonable attorney's fees and court costs from the nonprevailing party.



# CONTRACT

Portals of Prayer is a quarterly publication (4 issues per year).

**CPH USE ONLY: ACCT #**

New Ad Contract: ☐

Contract Revision: ☐

Original Contract Date: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Billing Address (if different than Advertiser): \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Invoicing Preference: ☐ Email

☐ USPS

Insertion Quarter & Year: \_\_\_\_\_

Name of Ad: \_\_\_\_\_

Ad Placement: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Rate per Ad: \_\_\_\_\_

Total Number of Insertions: \_\_\_\_\_

Grand Total \$ \_\_\_\_\_

Notes and Additional Information:

Authorized Signature: \_\_\_\_\_

There will be a \$75 fee to transfer or rebuild ad submissions that do not meet the specifications. Ad cancellations will be subject to a 25% cancellation fee.

Questions? Contact:

**Paul Brunette**

**Sales Director**

[paul.brunette@cph.org](mailto:paul.brunette@cph.org)

314.268.1119