

2023–2024 MEDIA KIT

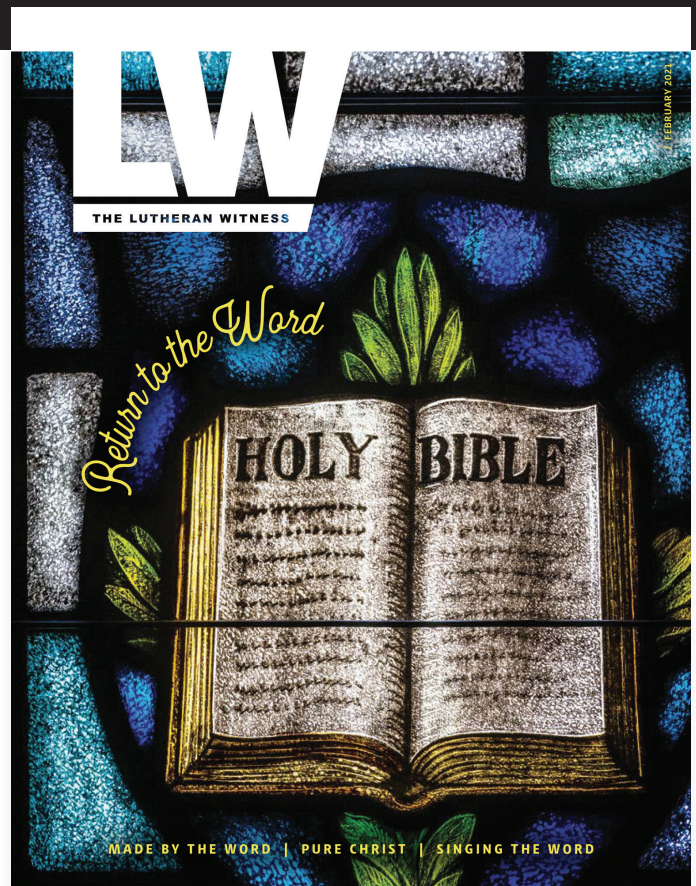
THE LUTHERAN WITNESS

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ABOUT *THE LUTHERAN WITNESS*

The flagship magazine of The Lutheran Church—Missouri Synod, *The Lutheran Witness* offers synodical news, reports from Lutherans around the world, feature articles, columns, Q&As, a Bible study, and more. Available both digitally and in print format, *The Lutheran Witness* is a monthly publication with a June/July combined issue.

Concordia Publishing House is the official publishing arm of The Lutheran Church—Missouri Synod. Lutheran customers have long trusted Concordia Publishing House to provide timely, doctrinally sound articles, and *The Lutheran Witness* has provided that for 130 years.



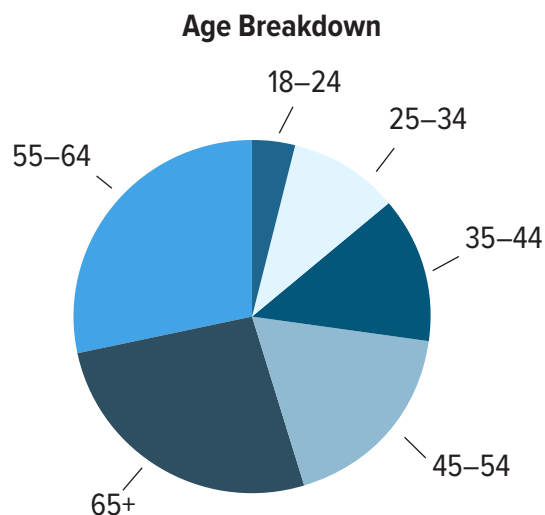
AUDIENCE PROFILE



54%
male



46%
female



95% of subscribers are LCMS churches buying in bulk for their congregation members.

100,000 copies in circulation per issue.

ADVERTISING RATES

All prices noted are for color ads and per placement. Prices in effect until December 31, 2019.

COVERS

	1 Time	6 Times	11 Times
Cover 2 (Full Page)	\$9,000	\$8,100	\$7,200
Cover 3 (Full Page)	\$9,000	\$8,100	\$7,200
Cover 4 (Horizontal 2/3 Page)	\$8,000	\$7,200	\$6,400

INTERIOR ADS

	1 Time	6 Times	11 Times
Full Page	\$6,000	\$5,400	\$4,800
2/3 Page	\$5,200	\$4,680	\$4,160
1/2 Horizontal Page	\$3,600	\$3,240	\$2,880
1/3 Page	\$2,400	\$2,160	\$1,920
1/4 Page	\$2,000	\$1,800	\$1,600
1/6 Page	\$1,600	\$1,440	\$1,280

A 15% discount is available for all LCMS qualified RSO companies.

Loren D. Pawlitz

Executive Director of Marketing and Ecommerce

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ADVERTISING DEADLINES

LW 2024 Issue	Space Reservation	Materials Due	Publication Date
Jan-2024	11/10/2023	11/27/23	1/1/2024
Feb-2024	12/1/2023	12/22/23	2/1/2024
Mar-2024	1/12/2024	1/29/24	3/1/2024
Apr-2024	2/9/2024	2/26/24	4/1/2024
May-2024	3/8/2024	3/25/24	5/1/2024
Jun-2024	4/12/2024	4/29/24	6/1/2024
Aug-2024	6/12/2024	6/27/24	8/1/2024
Sep-2024	7/15/2024	7/29/24	9/1/2024
Oct-2024	8/9/2024	8/26/24	10/1/2024
Nov-2024	9/22/2024	9/30/24	11/1/2024
Dec-2024	10/9/2024	10/25/24	12/1/2024

AD SPECS

1/6 page – Vertical – 2.85” x 4.6379”

1/4 page – Vertical – 3.625” x 4.75”

1/4 page – Horizontal – 4.7162” x 3.625”

1/3 page – Horizontal – 7.3819” x 3.5208”

1/3 page – Vertical – 2.7083” x 9.6875”

1/2 page – Horizontal – 7.375” x 4.7162”

1/2 page – Vertical – 3.625” x 9.6875”

2/3 page with Bleed * – 8.125” x 7.0412” (with bleed 8.375” x 7.1662”) (bleeds on left, right, & bottom)

Full page with Bleed * – 8.125” x 10.5625” (with bleed 8.375” x 10.8125”) (bleeds on left, right, & bottom)

- Ads should be submitted as high-res pdfs, high-res jpgs will be considered but only if the smallest text size is 10 pt or over.
 - If you have selected an ad with bleed make sure to add .125” of bleed on all sides.
 - When you create the filename for the ad (if it is supposed to bleed) they should note “bleed” in the name.
 - Filename for pdfs should be like this sample: LCEF_May2013LW_bleed.pdf
 - No borders on any ad, unless it is decorative border. Line borders can be added when ad is placed.
 - All pdfs that are sent should be CMYK and Print quality (highest/press quality) pdf resolution.
 - NO low res images should be put into original artwork before the pdf is created.
 - Pdfs noting low res art when the magazine layout, in which it is placed, is created, will be rejected
 - until high res ad is created and submitted.
 - If possible, original inDesign files/fonts/images (no less than 300 dpi at 100% size) should accompany pdf in case ad copy revisions are needed.
- * These are the only 2 ad sizes allowed to bleed.

TERMS AND CONDITIONS

With this contract, we authorize Concordia Publishing House (CPH) to publish our advertisement in *The Lutheran Witness* 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 *The Lutheran Witness*.

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

The Lutheran Witness is a monthly publication,
with a June/July combined issue (11 issues per year).

CPH USE ONLY: ACCT #

New Ad Contract: ☐

Contract Revision: ☐

Original Contract Date: _____

Today's Date: _____

Advertiser: _____

Billing Address (if different than Advertiser): _____

Contact Name _____

Contact Name _____

Company Name _____

Company Name _____

Address _____

Address _____

City, State, Zip _____

City, State, Zip _____

Phone _____

Phone _____

Email _____

Email _____

Invoicing Preference: ☐ Email

☐ USPS

Insertion Month & 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:

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