



# SBC Affiliated Advertising Rate & Information

## General Information

Florida Baptist Witness is the official news journal of Southern Baptists in the Sunshine State. For over 120 years, the Witness has been publishing Good News about God's work in Florida, the U.S. and across the world!

The Witness is affiliated with the over 1 million-member Florida Baptist State Convention and reaches leadership in more than 2100 congregations across the state. Additionally, many churches provide it for all their church members.

The Witness is printed as a tabloid format sheet, measuring 11 inches wide and 17 inches high, with a five-column page on a cold web press. The imprint area is 10.25 inches wide and 16.25 inches high.

The Witness is published on Thursday, except for six weeks a year. Material for publication is due by 12 noon 10-calendar days prior to the Thursday publication date. Because of limited space for advertising, reservations are strongly recommended.

## Technical Requirements

### Program & Disk Requirements

We will accept ads prepared in the following formats:

- EPS & TIF files (including fonts)
- Adobe Acrobat PDF files ("press quality" resolution, fonts embedded)
- QuarkXpress (include fonts and linked art)
- JPG files

All color art must be converted to CMYK before sending.

All ads must be submitted as camera-ready copy.

### Preferred placement

As a rule, advertisements will be placed throughout the publication. Special placement is only available on the back page of the Witness for an additional charge. Refer to the chart below for limitations and charges.

### Design Charges

All ads submitted that are not camera-ready will be subject to a \$45 per hour design charge. If you request our design staff be used for composition of your advertisement, we will accomplish the work at a rate of \$45.00 per hour. Minimum charge on all work is ONE-HOUR.

### Specifications

**GRAYSCALE** — Halftones should be 100-line screen. When possible ads should be sent as PDF documents. Files should be press optimized in composite gray scale format with all fonts embedded.

**COLOR** — Advertisers using four-color process should submit data on storage media optimized in composite form for CMYK. Fonts should be embedded. An 85-line screen is recommended and a 100-line screen is maximum.

**BORDERS** — A border is required on all display advertising. Ads which do not have borders will be reduced in size, if necessary, to accommodate a border. Bleed pages are NOT available.

**ADDITIONAL COLOR** — color charges are noted in the chart below.

### Content approval of Ads

All display ads, classified listings and web advertisements are subject to final approval by the editor. All decisions are final.

### New Advertising Accounts

All new advertising accounts are required to pre-pay for initial placements. Upon a satisfactory

account history, account will be billed for placements and invoiced at the end of the month of placement. Accounts are payable upon receipt.

### Column Width Specifications

The Witness is printed on a non-heat set offset web in the tabloid format. The print area is 10.25 inches wide and 16.25 inches high. It is printed on standard newsprint. The page format is five columns, each 1.917 inches wide.

- One column = 1.917 inches
- Two columns = 4 inches
- Three columns = 6.083 inches
- Four columns = 8.167 inches
- Five columns = 10.25 inches

### Discount Contracts

A signed contract specifying insertion dates and ad size is required before an advertiser can qualify for the frequency discounts noted below. The rates specified apply only when the number of contracted insertions is reached within the contract period. Discounts are posted at the end of the contract period.

- 4-7 placements - 5%
- 8-11 placements - 10%
- 12-17 placements - 15%

- 18-23 placements - 20%
- 24-46 placements - 25%

### Liability

The Witness is liable for error of our composition only to the extent of credit or correct rerun of the ad. Credit is allowed for the first insertion only. Notice of error must be given in time for correction to be made in a subsequent issue.

### Cancellation

Notice of cancellation of a scheduled ad or a change in the publication date of an ad must be received in writing at the Witness before the material deadline. Ads cancelled after the material deadline will be billed at half the original price.

### Classified Advertising

One of the most popular pages in the Witness is the classified advertising section. Classified advertising is sold by the word. The rate per word is \$1.25 with a minimum charge of \$25.00 per weekly placement. Classified ads are automatically posted on our web site at no additional charge.

## Advertising Rates \*\*

\*\* All rates are net; advertising agencies must add commissions to quoted rates.

1/16 page - \$165.00

1/8 page - \$305.00

1/4 page - \$592.00

1/3 page - \$737.00

1/2 page - \$ 1,082.00

Full page - \$ 1,881.00

Center Spread - \$ 3762.00

Process Color - rate + 25%

Back page - rate + 40%

