

**Church Libraries**  
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## **Advertising Rates and Information**

**OUR PURPOSE:** *Church Libraries* is a quarterly magazine designed to assist church and school librarians in setting up, running, and promoting libraries and media centers.

**OUR AUDIENCE:** Our subscribers are church and school librarians and others interested in the Christian book and media market. They are a targeted market of buyers of books, DVDs, audio books and CDs, music, library supplies and software, magazines, and computer CD-ROMs. Current mailing list is around 450.

### **SIZES (width x height) AND RATES**

Full page—7.5 x 9"	\$300	Two-thirds page—4.75 x 9"	\$250
Half page—7.5 x 4.5"	\$160	Sixth page—2.25 x 4.5"	\$75
Third page—2.25 x 9"	\$125	Back cover—7.75 x 6.75"	\$300

### **CLOSING DATES**

Copy must be received by the 1st of the month indicated below for each issue.

Winter Quarter—October    Summer Quarter—April  
Spring Quarter—January    Fall Quarter—July

### **MECHANICAL SPECIFICATIONS**

Publication Size: 8.5 x 11"

Printing Process: Offset with saddle-stitch binding. Black/white with optional second color on back cover

Ad Materials: Camera-ready copy, exact size. No film or negatives; laser printer copy is fine. Or e-mail as a Windows™-compatible graphic, PageMaker®, Illustrator®, or pdf file in addition to sending printout with payment. We prefer an electronic file instead of printout.

### **GENERAL POLICIES**

Rates are subject to change without notice.

All products advertised must relate directly to libraries and media centers.

Samples of products offered in ads may be requested.

The publisher reserves the right to reject any ads that are not in keeping with the purpose and interests of the magazine.

The advertiser and advertising agency assume full legal liability for all content, including text, representation, and illustrations, and any claims made against the publisher due to the ad.

### **TERMS**

20% discount for ECLA publisher/supplier members.

10% discount for non-ECLA members if ad runs in four consecutive issues.

Full payment must accompany first ad.

Make checks payable to ECLA.

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