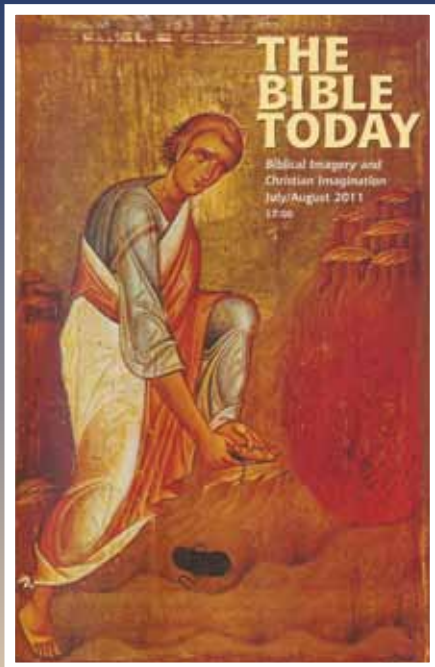


# THE BIBLE TODAY

Advertising Rates, Effective January 2012



## Market

Established in 1962, *The Bible Today* continues to provide the same useful, instructive, understandable Scripture scholarship it has been privileged to bring to its readers for over forty years. Readers include both professional and paraprofessional readers of Scripture, including parish ministers and leaders, Bible study groups, Scripture students, and all those who want to relate Scripture to their own spiritual life.

## Circulation

Average circulation in 2011: 3,985

## Publishing Cycle

Published six times a year in **January, March, May, July, September, and November.**

## Editorial

### Editor:

Donald Senior, CP

### Managing Editor:

Linda M. Maloney

### Associate Editors:

Mary Ann Getty  
Leslie J. Hoppe, OFM  
Irene Nowell, OSB  
Gregory Polan, OSB  
Cackie Upchurch  
Laurie Brink, OP

### Book Review Editors:

James Okoye, CSSp  
Donald Senior, CP

## Mechanical Data

**Full page:** 4 ½" x 7 ½"      **Half page:** 4 ½" x 3 ½"

All advertising is grouped in display advertising section at the back of the magazine. Submit file on CD or by email. The recommended format is Adobe PDF saved at high resolution. A laser proof must be included if submitting on CD. There is an additional charge for typesetting.

## Deadline

Reservations, files, and copy to be typeset must be received **2 months before month of issue** (i.e., January 1st for March issue).

## Advertising Rates

**Full page—\$450      Half page—\$350**

Cover 3 is available at no extra charge on a first come, first served basis. (Covers 2 and 4 are not available.)

## Discounts

- Agency commission—15% to recognized agencies.
- Frequency discounts—5% for three consecutive insertions; 10% for six consecutive insertions. (Requests for frequency discounts must accompany the first insertion order.)
- No cash discounts.

## Announcements

*The Bible Today* runs announcements of meetings, retreats, seminars, workshops, tours, educational opportunities, etc., of a biblical nature in a special announcement section. Copy is **limited to 75 words** and a fee of \$50 is required to defray editorial and typesetting costs. **The \$50 payment must accompany the copy.** (Make checks payable to *The Bible Today*.) No proofs or invoices can be sent. Deadline for announcements is **2 months before month of issue** (i.e., January 1st for March issue).

## Contact information for THE BIBLE TODAY

All advertising is subject to publisher's approval. Advertising correspondence should be directed to **Stephanie Nix.**

### Advertising Department

THE BIBLE TODAY

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