

the Lutheran Messenger

Published by the Lutheran Communications Ministry

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www.lutheranmessenger.org

The Lutheran Communications Ministry publishes 10 issues of *The Lutheran Messenger* annually, combining issues in July/August and December/January. The newspaper is delivered prior to the first Sunday of each month.

The Lutheran Messenger is in its 98th year of publication, making it the oldest locally-owned Lutheran newspaper in the nation. Readers are members of the two major Lutheran church bodies in Northeastern Ohio: the Evangelical Lutheran Church in America (ELCA) and the Lutheran Church Missouri Synod (LCMS). *The Messenger* is provided to 200 Lutheran Church congregations in the Greater Cleveland area (with over 60,000 members.) Advertising fee includes a 1 year subscription. All advertising is subject to approval of the publishers.

CLOSING DATE IS THE 13TH OF THE MONTH.

2008 ADVERTISING RATES

DISPLAY AD RATES

1-2 months\$13.50 per column inch
3-5 months\$12.00 per column inch
6-9 months\$10.50 per column inch
10 months.....\$10.00 per column inch

SPECIAL PAGE RATES

1/8 Page.....\$ 105.00
1/4 Page.....\$ 210.00
1/2 Page.....\$ 425.00
Full Page\$ 795.00

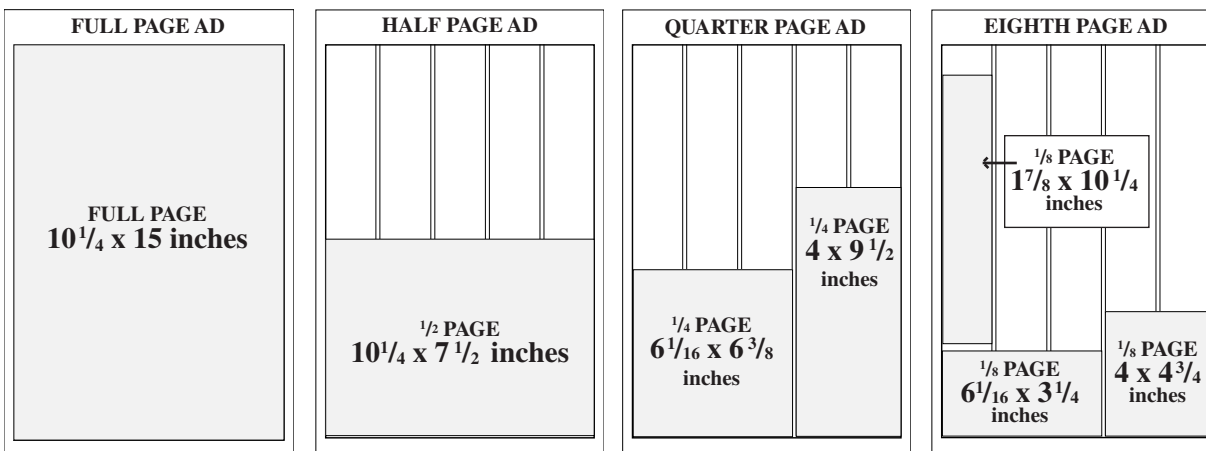
FUNERAL DIRECTORY RATE

\$150.00 per year

BUSINESS CARD SIZE

(4" X 2")\$54.00

The Lutheran Messenger is printed on 11" x 17" tabloid newspaper with five columns 1 7/8" wide.



TERMS/ADDITIONAL CHARGES

- A. Advertising placed for three or more months should be on attached contract.
- B. 4% discount on ads placed for 10 consecutive months, if total payment is remitted before 2/15/08 (or before the end of the first month a new ad is printed.)
- C. A minimal lay-out fee will be assessed for ads or materials which require typesetting.
- D. No additional charge for camera-ready ads.
- E. Second color is available for an additional charge.
- F. Send digital files to: editor@lutheranmessenger.org
- G. INVOICE PAYABLE WITHIN 30 DAYS.
A 2% CHARGE MAY BE ADDED AFTER 60 DAYS.