

evangelical times

News, comment and encouragement for Christians and churches

Advertising Rates from January 2011 Issue

Page size (print area) 254mm wide x 360mm deep. In four columns of 62mm each.

FULL PAGE 254mm x 360mm £932.00 (b&w) £1165.00 (colour)	1/2 ACROSS 254mm x 178mm £500.00 (b&w) £625.00 (colour)	1/2 UPRIGHT 126mm x 360mm £500.00 (b&w) £625.00 (colour)
1/4 UPRIGHT 126mm x 178mm £260.00 (b&w) £325.00 (colour)	1/4 ACROSS 254mm x 88mm £260.00 (b&w) £325.00 (colour)	1/8 UPRIGHT 62mm x 178mm £136.00 (b&w) £170.00 (colour)
1/8 ACROSS 126mm x 88mm £136.00 (b&w) £170.00 (colour)	1/16 UPRIGHT 62mm x 88mm £77.60 (b&w) £97.00 (colour)	1/16 ACROSS 126mm x 43mm £77.60 (b&w) £97.00 (colour)

Advertisers are assured of good visual display, as editorial policy limits the amount of advertising in relation to the paper's content. We do not have or want page after page of advertisements, so that individual adverts lose impact.

Advertising rates offer excellent and competitive cost/readership value.

Evangelical Times seeks to promote 'conservative and evangelical' Christianity. To that end, advertisements of events and services which are in opposition to that aim cannot be accepted.

While seeking to appeal to as wide a readership as possible, *Evangelical Times* will not be used as a medium for the promotion of ecumenical involvement, the charismatic movement or liberal theology.

We cannot guarantee advertising space, due to the pressure on our columns. *Evangelical Times* reserves the right to decline advertisements entirely at its own discretion.

1/32 PAGE 62mm x 43mm £36.00 (b&w) £45.00 (colour)

DISPLAY RATES

Please do not send money with order.
We will invoice.

Rates for standard sizes are illustrated on the left of the page. All other sizes: £11.50 per single column centimetre.

The rates quoted do not include VAT. Charities (whether Registered or not) are not liable to pay VAT on advertisements, so advertisers should make it clear whether or not they are charities. If you do not notify us of charitable status, we have to add VAT (20% from 4 January 2011) to the rates given on this card.

ARTWORK

FREE SERVICE on all display advertisements of a 1/4 page or less. Over 1/4 page, a surcharge of 10% will be added to all advertisements not sent in electronic format.

SERIES DISCOUNTS

Applies only to bookings made at one time in any twelve month period.

Four bookings: 7.5%

Eight bookings: 15%

Twelve bookings: 20%

Discount for Registered or Excepted charities: 5%

INSERTS

£90.00 per 1,000 (up to max. weight of 10 grams)

SOLUS DISPLAY

15% extra.

CLASSIFIED RATES

Please send payment with order

Up to 20 words (minimum charge) £11.50 (£13.80 VAT inc.)

Each extra word 56p (67p VAT inc.)

Box number £5.00 (£6.00 VAT inc.)

10% discount for bookings at one time for six or more entries within a twelve-month period

COPY DEADLINE

Copy date for all advertising is the **1st of the previous month.**

All copy and correspondence to the administration office:

**Evangelical Times,
Faverdale North,
Darlington,
DL3 0PH.**

Tel: (01325) 380232 **Fax:** (01325) 466153
Internet: <http://www.evangelicaltimes.org>
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