

ET evangelical times

News, comment and encouragement for Christians and churches

Advertising Rates from January 2018 Issue



Evangelical Times was established in 1967 to encourage evangelical Christians in the UK and elsewhere to pray for one another. It is an important way of sharing important news with one another. It exists to promote fellowship between evangelical churches. It provides articles at a popular level which encourage Christians of all ages in their faith.

We welcome adverts which will be given excellent visual display in the newspaper.

Our advertising rates offer very good cost/readership value.

While seeking to appeal to as wide a readership as possible, *Evangelical Times* seeks to be truly evangelical. We seek to promote biblical Christianity. We regret therefore that advertisements of events and services which are in opposition to that aim cannot be accepted.

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.

NEWSPAPER ADVERTISING

COPY DEADLINE

Copy date for all advertising is the 1st of the previous month. All copy and correspondence should be sent to the administration office.

PAGE SIZES

Page size (print area) 260mm wide x 340mm deep. In four columns of 62mm each.

Evangelical Times, 3 Trinity Court, Faverdale North, Darlington, DL3 0PH

Tel: (01325) 380232

Internet: <http://www.evangelical-times.org>

E-Mail: office@evangelical-times.org

DISPLAY ADVERTISING RATES

FULL PAGE 260mm x 340mm £1130.00	1/2 ACROSS 260mm x 168mm £610.00	1/2 UPRIGHT 130mm x 340mm £610.00	1/4 UPRIGHT 130mm x 168mm £310.00	1/4 ACROSS 260mm x 83mm £310.00
1/8 UPRIGHT 62mm x 168mm £155.00	1/8 ACROSS 130mm x 83mm £155.00	1/16 UPRIGHT 62mm x 83mm £90.00	1/16 ACROSS 130mm x 40mm £90.00	1/32 PAGE 62mm x 40mm £45.00

Rates for standard sizes are illustrated above.

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 above.

PLEASE DO NOT SEND MONEY WITH ORDER. WE WILL INVOICE YOU ONCE THE ADVERT HAS APPEARED IN ET.

ARTWORK

We offer a 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 DISCOUNT

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

4 bookings - 7.5%; 8 bookings - 15%; 12 bookings - 20%

Discount for Registered or Excepted charities - 5%

INSERTS

£95.00 per 1,000 + VAT (up to 10 grams). For heavier inserts please contact the office for a price.

CLASSIFIED ADVERTISING RATES

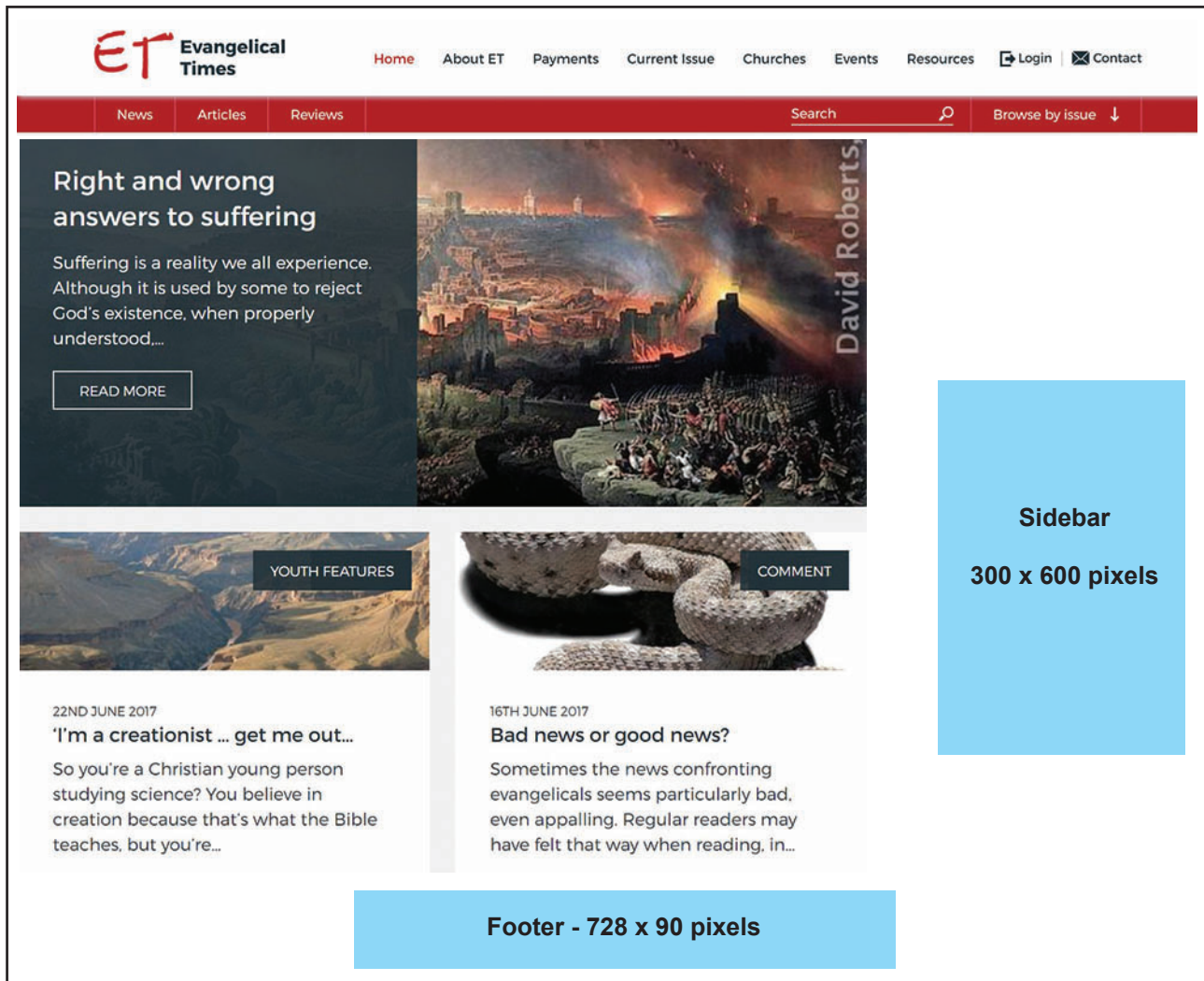
Up to 20 words (minimum charge) £11.50 (£13.80 VAT inc.) Each extra word 56p (67p VAT inc.)

Box number £5.00 (£6.00 VAT inc.) 10% discount for booking 6 or more entries within a twelve month period. Please send cheque or credit card details with order.

JOB VACANCIES

We advertise job vacancies on the jobs section of our website when an advert has been paid for elsewhere. Whenever you advertise a job in our hardcopy, in our email newsletter or as an advert on our website we will enter the details in the job vacancies section. (<https://www.evangelical-times.org/jobs/>)

WEBSITE ADVERTISING



There are two sizes of website advert available. For the sidebar on the homepage the size is 300 x 600 pixels. For the footer on the homepage and on the 'Holiday Churches' pages the size is 728 x 90 pixels.

Images should be provided in JPG format at a quality of 72dpi or more.

Adverts are charged at £75 per 5000 impressions.

E-MAIL NEWSLETTER ADVERTISING

Advertising space is also available in our monthly e-mail newsletter. An advert can be inserted in this for £100/month. The image size must be no wider than 580px.

The e-mail newsletter has a total audience of over 1600 with a 60% open rate and a 20% click rate.

ARTWORK FOR WEBSITE AND NEWSLETTER ADVERTISING

Artwork can be produced for the website and e-mail newsletter at the following rates:

A single image for the website for any of the correct sizes will cost £50.

A 3-frame *gif* image (this will show 3 different images in succession) will cost £100.

REDUCTIONS FOR COMBINED HARDCOPY AND WEBSITE ADVERTISING

We offer a 50% discount for any website or e-mail advertising that is taken in conjunction with hard-copy advertising.