



Serving Pastors and Congregations since 1975.

Pulpit Helps Magazine & online, a ministry of AMG International, is the pastor's one-stop-shop for tools to effectively serve a congregation. Founded in 1975 by Dr. Spiros Zodhiates, Pulpit Helps is dedicated to the mission of equipping our readers with a greater understanding of the words of Scripture so that they can adequately fulfill their calling as Christ's ambassadors. It is to that end that we provide sermon starters, bulletin inserts, illustrations and quality articles on preaching, counseling, Christian living, and more to pastors & lay leaders of all denominations.

For advertisers, Pulpit Helps is a terrific vehicle to put your message in front of 25,000 senior pastors each month, and countless more through the web. They are not just readers—they are the key decision makers for the churches they serve. Pulpit Helps gives you the tools you need to reach those who will most benefit from your products and are most able to purchase them!

Sales Contact

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Rate Card 2008

Pulpit Helps is a ministry of



Regulations

- All artwork is due no later than the 22nd of the month prior to publication.
- The agency and the advertiser shall be jointly liable for the payment of advertising orders. All advertising is billed the 15th of the month preceding the issue date. Cancellations must be done in writing. There is a 10% penalty for any cancellations after the closing date.
- First time advertisers must complete a credit application or pre-pay.
- Any additional artwork that may be necessary for an advertisement will be billed accordingly. Any copy, art, photos, etc. not used within a 12-month period are destroyed.
- Rates are subject to change without notice. Contracts in effect at the time of the rate change will be protected for three issues.
- Pulpit Helps reserves the right at its discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. Only advertising considered consistent with the magazine's objectives will be accepted.
- Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims that are made against the publisher.

Web Rates

Available 11/15/07

<i>Ad Type</i>	<i>Price</i>	<i>Dimensions</i>
Top Banner	\$350	630 X 90 pixels
Bottom Banner	\$300	630 X 90 pixels
Large sidebar ad	\$230	155 X 140 pixels
Small sidebar ad	\$87	155 X 50 pixels

Mechanical Specs

Publication Trim Size:	8 1/4" wide by 10 3/4" tall. Bleed amount is 1/4".
Page layout:	Three 2.3" columns per page.
Line screen:	110 lines
Printing:	Web offset press used (5-10% dot gain; paper stock - 80 bright newsprint; process ink colors adhere to SWOP standards.)
Format:	Macintosh (Pulpit Helps cannot guarantee usability of PC files)
Desktop Application:	QuarkExpress, Photoshop, InDesign or Illustrator - please be sure to include all fonts and images.
Data Formats:	All images must be 300 dpi or greater. Images must be TIFF, EPS or PDF. Low-res/ high compression images, such as GIF, cannot be used. Fonts must be Postscript rather than TrueType and must use the versions in the suitcase rather than applying menu styles.
Proofs:	Please include a printed color proof or a PDF (soft) proof with your ad.
Submitting:	Artwork can be e-mailed to pulpit@amginternational.org , or transferred to our FTP site: ftp.amginternational.org , username: pulpithelps, password: pulpit, folder: FTP_pulpit.

Printed Rates

<i>Ad Size</i>	<i>Price</i>	<i>Dimensions (in inches)</i>
Two Page Spread	\$3,550	15.5 X 9.75; 16.5 X 10.75 trim with 1/4" bleed
Full Page	\$2,150	7.25 X 9.75; 8.25 X 10.75 trim with 1/4" bleed
2/3 page vertical	\$1,495	4.75 X 9.75; 5.278 X 10.75 trim with 1/4" bleed
1/2 page vertical	\$1,195	4.75 X 7.25; 5.278 X 7.87 trim with 1/4" bleed
1/2 page horizontal	\$1,100	7.25 X 4.875; 8.25 X 5.44 trim with 1/4" bleed
1/3 page vertical	\$830	2.3 X 9.75; 2.8 X 10.75 trim with 1/4" bleed
1/3 page horizontal	\$830	4.75 X 4.8; 5.278 X 5.44 trim with 1/4" bleed
1/6 page vertical	\$385	2.3 X 4.875; 2.8 X 5.44 trim with 1/4" bleed
1/6 page horizontal	\$385	4.75 X 2.4375; 5.278 X 2.9375 trim with 1/4" bleed
1 column inch	\$80	2.3 X 1; no bleed available

Frequency Discounts

3x = 3%
6x = 6%
9x = 8%
12x = 10%

Classified Ads

Classified ads are available for \$10 per line (3 line and 3 month minimum). Please call or e-mail our office for details and specifications. 800-251-7206; classifieds@pulpithelps.com