

Production Requirements

Black and white ads may be submitted as paper positives, film negatives and in some cases, on computer disk.

Screens should be 85-line. When submitting materials larger or smaller than actual size, photos and art must be continuous tone, not screened.

Negatives should be composite film, right reading, emulsion side down, and should be accompanied by one positive print or proof.

Preferred form of submission for four-color ads is a set of four film negatives (right reading, emulsion down) using 85-line screens. A color proof must accompany every four color ad.

To submit ads on computer disk, please call the office for requirements.

All ads smaller than a full page must be bordered to their exact dimensions. When the border submitted is an incorrect size, we will reborder to fit.

Artwork, pictures and other graphic materials supplied by the advertisers will not be returned unless specific instructions have been received.

The Messenger reserves the right to reject or cancel any advertising which in our opinion, does not conform to the standards of the publication.

Policies

1. Any corrections, copy changes or art changes made by advertiser after materials have been received and sent to production will be charged for page makeovers at the current rate. Cancellations after space reservation will be billed at 50%.
2. The Latter-day Messenger is not responsible or held liable for any omissions in the advertising beyond the value paid for advertising. An advertiser must claim the error within 10 days from the date of publication of the error. There will be no cash reimbursements; only credit toward advertiser's next ad.
3. All advertising rates are *NET* figures. Advertising agency commissions should be added on billing statements.
4. Advertisers or advertising agencies will be charged for costs resulting from extra stripping, typesetting or producing veloxes/film performed by the publisher.
5. This rate card is part of the advertising contract, and the advertising contract is subject to all conditions specified on this rate card.
6. If a contract is canceled prior to fulfillment, a rate adjustment billing will occur. A rate adjustment is a recalculation of all advertising back to the earned rate according to the terms of this rate card. A rate adjustment will not occur if a new, up-graded contract is signed.

The Messenger is a private venture and is not a publication of the Church of Jesus Christ of Latter-day Saints. The appearance of advertisements does not constitute an endorsement by The Messenger or the Church of Jesus Christ of Latter-day Saints.

WWW.JPS.NET/LDM/
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VISIT OUR WEBSITE AT

The Latter-day
MESSENGER

8633 Fair Oaks Blvd. #11
Carmichael, CA 95608



The Latter-day MESSENGER

Published monthly since 1994, The Latter-day Messenger, has recently expanded its circulation to the Utah area. It began as a publication with news exclusively for and about Latter-day Saints in Northern California. The Messenger has gained such popularity and respect in that time, it is even handed out at the Oakland Temple Visitors Center. It has also become well-known across the nation, with subscriptions from most of the 50 states. With the expanded publication, The Messenger provides Latter-day Saints in the western United States with great stories about LDS events and members.

The Messenger is distributed at the beginning of each month, with the exception of the last two issues. In order to give our advertisers the best possible coverage for the Christmas shopping season, we offer three issues that hit the market right in the middle of the **BIGGEST SHOPPING SEASON OF THE YEAR**. Besides containing all the news, these issues are filled with reviews of LDS products (books, music, CD-ROMS, clothing, etc.) and other gift ideas. The first of these three is the Nov. 1 issue, followed by our huge Thanksgiving issue, which comes out just before that holiday. And finally, our Christmas/January issue hits the market by Dec. 15, for those last-minute Christmas purchases.

It is The Messenger's goal to publish a great newspaper which has a positive effect on the LDS community.

WHO ARE THE LATTER-DAY SAINTS?

More commonly known as "Mormons," Latter-day Saints account for a large percentage of the population. According to membership records, there are nearly 3 million Mormons in the Western United States. With the recently expanded circulation to the Utah area, The Messenger is the exclusive newspaper for a unique market -- Latter-day Saints. Some specific characteristics of the Mormons include...

- ❖ LDS families are larger than average
- ❖ LDS families have a higher-than-average income
- ❖ A majority attend or have graduated from college
- ❖ A high percentage are employed in administrative or managerial positions

Features

Thousands of loyal readers have commented on how much they enjoy reading The Messenger each month. Some of the reasons include:

- ❖ Each issue of The Messenger is full of stories and news that members cannot get anywhere else.
- ❖ Our annual Christmas Gift Guide to help with those tough gift decisions.
- ❖ The Professional quality of the publication, which was founded by longtime Northern California journalist and award-winning writer Gary Zavoral.

Circulation

Altogether, approx 10,000 copies of The Messenger are distributed throughout Northern California area and even into the Wasatch Front in Utah. The Messenger is distributed at LDS bookstores, professional offices, institutes and anyplace else where Latter-day Saints spend their time. The Messenger also has a paid subscription base that grows daily. At just \$8/year it's easy to see why.

Ad Rate

The Messenger is a tabloid-sized newspaper, similar to the Church News. The column width is the standard used by most newspapers: 11.6 picas or almost 2 inches. Ads are figured on a column-inch basis. A full-page ad is five columns wide (10 inches) by 12.5 inches deep, or 62.5 column inches.

The ad rate is \$10 per column inch per issue.

Professional and Service Directory

The business and professional directory consists of 2 1/4-inch-by-1-inch ads under certain headings, such as Dentistry, Attorneys, etc. The easiest layout is to reproduce your business card to fit the space. The cost is \$180 for 12 issues. Double the effectiveness of the listing by creating a 2 1/4-inch-by-2-inch ad with a cost of only \$300 for 12 issues.

Contract Discounts

- **Multiple-run contract.** Run the same size ad for six months and get a 16.5% discount of any advertising. For a 12-month contract, you will receive 25% off any advertising costs. (For larger ads, see Bulk-rate contract below).
- **Bulk-rate contract.** Discounts for the following number of accumulative column inches used within the 12-month period:

31.5 inches ... 5 percent	400 inches ... 20 percent
62.5 inches ... 7 percent	500 inches ... 25 percent
125 inches ... 10 percent	600 inches ... 30 percent
200 inches ... 13 percent	700 inches ... 35 percent
300 inches ... 16 percent	750 inches ... 40 percent

Payment Terms

- **One-time ad and Professional & Service Directory**
Full payment required in advance (Unless other, agreeable arrangements made).
- **Multiple-run and bulk-rate contracts**
Upon receipt of signed contract ads will be billed on a monthly basis, payable upon receipt of the invoice.

Color and Placement

Spot color and four-color process are available for **\$100** - one color, **\$175** - two colors, and **\$250** for full color. Color positions are limited, call for availability.

The Messenger makes every effort to place your ad in the most beneficial position; however, a premium will be charged to guarantee preferential placement.

Popular ad sizes

Here are some of our more popular ad sizes. Ads are not limited to these sizes.

<p>1/8-page</p> <p>Size: 4.9" wide by 3" tall</p> <p>One-time rate: \$80 Year rate: \$60/month</p>	<p>The Dominator</p> <p>One-time rate: \$380 (5% Bulk-rate discount applied) Year rate: \$300 per month</p> <p>Size: 7.9" wide by 10" tall</p>
<p>1/2-page horiz.</p> <p>One-time rate: \$299.25 (5% Bulk-rate discount applied) Year rate: \$236.25 per month</p> <p>Size: 10" wide by 6.25" tall</p>	<p>Full-page</p> <p>One-time rate: \$581.25 (7% Bulk-rate discount applied) Year rate: \$375 per month</p> <p>Size: 10" wide by 12.5" tall</p>

Advertising Design

If you cannot supply a camera-ready ad, The Messenger provides professional design services. For a charge of \$30 per hour*, we can create, design, and write ads, typeset lines and scan images. ***1/2 HOUR MINIMUM CHARGE.**

Deadlines

The Messenger goes to print at the beginning of each month. Space reservations and copy for ads requiring production must be received by the 20th of each month. Camera-ready art is due by the 26th of each month. Exceptions may apply, call for exact deadlines. Call for deadlines for our Christmas issues.