

# PERSPECTIVES MAGAZINE

4500 60<sup>th</sup> STREET SE

GRAND RAPIDS MI 49512-9670

Telephone: (616) 698-7071, ext.1893, OR (800) 968-6064

Fax: (616) 698-6606

E-mail: [editors@perspectivesjournal.org](mailto:editors@perspectivesjournal.org) editorial [subscribe@perspectivesjournal.org](mailto:subscribe@perspectivesjournal.org) subscriptions

Online: [www.perspectivesjournal.org](http://www.perspectivesjournal.org)

Co-editors: Dawn Boelkins, Jason Lief

Managing editor: Malcolm McBryde

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### GENERAL ADVERTISING RATES

1 page.....	\$350.00
2/3 page.....	300.00
1/2 page.....	250.00
1/3 page.....	150.00
1/4 page.....	130.00
1/6 page.....	100.00

### 2. ADDITIONAL CHARGES

- Additional charge of \$6 per inch for publisher-set ads.
- Charge of \$15 for enlargement or reduction of camera-ready copy.

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Advertising generally limited to books, conferences, and position openings.

### 4. MECHANICAL REQUIREMENTS

- Format:

1 page.....	6 1/4" x 9 1/8"
2/3 page .....	6 1/4" x 6"
1/2 page horizontal..	6 1/4" x 4 1/2"
1/2 page vertical....	3" x 9 1/8"
1/3 page horizontal	3" x 6 1/4"
1/3 page vertical.....	6 1/4" x 3"
1/4 page.....	3" x 4 1/2"
1/6 page .....	3" x 3 1/8"
- Two columns to a page.
- Offset printing, black on white stock, self-cover, saddle-stitched.
- Preferred materials: a black and white proof accompanied by a digital file (InDesign, PDF, other Adobe format, or standard image format: TIF, JPG, EPS). PDF submissions must include all fonts and high resolution images used in all files.
- Line screen: 133 @ 300 dpi

### 5. PUBLICATION AND CLOSING DATES

- Published six times per year.**
- Closing date for insertion orders and publisher set ads: 45 days prior to date of issue.
- Closing date for receipt of camera-ready copy: 30 days prior to date of issue.

### 6. CIRCULATION

- Contributed to by leading ministers, theologians, and other educators, Perspectives is a progressive periodical read by pastors and educated laypeople throughout the Reformed and Presbyterian churches, as well as in other evangelical and mainline denominations in the United States and Canada and abroad. Its purpose is to publish Christian writing that delights readers and engages the world in a Reformed way.
- Subscriptions are on a paid basis, no separate pricing for institutions .**
- Rates based on circulation of 2,200.**
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### 7. MISCELLANEOUS

- All copy subject to the approval of publisher. Right is reserved to decline an advertisement considered not compatible with the character of the publication.
- Perspectives* began in 1986. *The Reformed Journal*, now continued through *Perspectives*, has been published continuously since 1951.
- Member: Associated Church Press; Evangelical Press Association.

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