

Special November /December 2010 Deacon Digest

The Special November/December 2010 issue of *Deacon Digest* will be sent to ALL deacons and deacon candidates in the United States – all paid subscribers, PLUS all non-subscribers on our mailing lists.

Currently over 18,000 deacons and deacon candidates, our mailing list is continuously updated through our contact with diocesan diaconate offices. It is the most extensive and accurate mailing list of deacons and deacon candidates available. **This mailing list of deacons and deacon candidates is available for rental for \$95/M (for one-time use; discounts for multiple uses of the list available).**

The purpose of this **Special November/December issue** is to make it possible for advertisers wishing to reach deacons, deacon candidates and their families, to do so at a fraction of what it would cost to do a direct-mailing to them. Postage and printing costs to mail to over 18,000 are extensive; exclusive mailing to the deacons is available by renting the mailing list, but inclusion in this November/December issue makes it possible to get your message to all in U.S. diaconate ministry at a very reasonable cost.

To reserve your advertisement in this Special November/December issue, please contact us at (920) 983-5326, or send a FAX to us at (920) 983-5328. You may also email us at jalt@deacondigest.com; our mailing address is 502 George St., De Pere, WI 54115.

ALL ADS IN EVERY 2010 ISSUE ARE FOUR-COLOR

ADVERTISING RATES

Size	November/December issue ONLY	*Special Price with the 20% Discount
Back Cover	\$2,500	\$2,000
Pages 2, 3	\$2,100	\$1,680
Full Page	\$1,900	\$1,520
1/2 Page	\$1,300	\$1,040
1/3 Page	\$1,100	\$880
1/6 Page	\$800	\$640

***Special Price with the 20% Discount applies if same size ad is in first five (5) 2010 issues.**

4-PAGE INSERT – \$2,250

NOTE: Back cover, page 2, page 3 and 4-page insert reserved on first-come basis.

ADVERTISING DEADLINES

Advertising Reservation: July 1, 2010

Materials Due: August 15, 2010

Issue mailed on October 1, 2010

ALT PUBLISHING CO.

502 George St. • De Pere, WI 54115
(920) 983-5326 • FAX: (920) 983-5328

Website: www.deacondigest.com

Email: jalt@deacondigest.com

AD SIZE

WIDTH

DEPTH

Full page	7"	9-5/8"
1/2 page (horizontal)	7"	4-3/4"
1/2 page (vertical)	3-3/8"	9-5/8"
1/3 page (horizontal)	7"	3-1/8"
1/3 page (vertical)	2-1/8"	9-5/8"
1/3 page ("box")	4-1/2"	4-3/4"
1/6 page (horizontal)	4-1/2"	2-1/4"
1/6 page (vertical)	2-1/8"	4-3/4"

MECHANICAL REQUIREMENTS

- * Publication size is 8-1/4 x 11 inches
- * Column depth is 9-5/8 inches
- * Three columns to a page
- * PDF document should be sized to include bleed, 1/8" on all sides
- * Include printed copy of ad
- * File formats accepted: QuarkXPress 5.0 or hi-res PDF
- * Pictures or art submitted as TIFF at 300 dpi – (will accept JPEG)
- * Save four-color ad images in CMYK format
- * **Email to jalt@deacondigest.com and to filinegr@netnet.net**

Advertising information for first five 2010 issues on the other side