

***The Record***  
**Advertising Rate Card**  
*Effective March 1, 2006*

**Display Advertising and Sponsorship for *The Record*,  
the monthly newspaper for the Episcopal Diocese of Michigan**

Full Page (10 x 13 inches)	\$2,000
Three-Fourths Page (7 1/2 x 13 inches)	\$1,000
Half Page (10 x 6 1/2 inches)	\$500
<b>STANDARD BOX*</b> - Quarter page box (4 1/2 x 6 inches)	\$300
“Sponsorship Box” (4 1/2 x 3 inches) available only for 11 issues	\$2,200/yr

*The Record* offers a frequency discount to advertisers appearing in 3, 6 and 11 issues.

Discounts per order are:

3 Times = 5% Discount; 6 Times - 8% Discount; 11 Times = 10% Discount

**\* Episcopal Church agency/congregation discount**

**Quarter page box (4 1/2 x 6 inches) \$200**

**Advertising is limited to one paid ad per month from each customer**

**PUBLICATION & DEADLINES**

*The Record* is the primary source of local and diocesan news for the Episcopal Diocese of Michigan. The Episcopal Diocese of Michigan consists of 92 congregations and four campus chaplaincies in the southeast quadrant of the state of Michigan. The publication includes *Episcopal Life*, which is designed in New York and covers the national and international news for the Episcopal Church.

*The Record* is produced 11 times per year and arrives in the homes of 11,500 households on or near the first day of the month (July-August is a combined issue). All advertising copy must be submitted on the first day of the month preceding publication (i.e. March 1 for the April issue).

*The Record* is published in a tabloid format using InDesign 7.0 on Macintosh computers. Prices quoted are space rates for complete, camera-ready or disk-ready copy furnished by the advertiser. Minor composition and layout will be facilitated by *The Record*. All artwork must be supplied in TIFF or JPEG format, 300 dpi or greater. High resolution PDF files are also acceptable. All ads are published in black and white, newsprint format.

Contact:  
*The Record*  
Ad Department  
4800 Woodward Avenue  
Detroit, MI 48201

the-record@earthlink.net  
313/833-4425