

RATE CARD #9

Effective January 1, 2024

General Information

Tapestry is the national publication of Lutheran Women's Missionary League—Canada, an auxiliary of Lutheran Church—Canada. The magazine includes feature articles, mission stories, Bible studies, news and information about LWML—Canada. It's purpose is to provide a magazine for Christian women that is personal, professional, and passionate as it touches lives, heart-by-heart, with the precious Gospel of Jesus Christ.

Tapestry is published four times a year and mailed at the beginning of February, May, August and November.

Tapestry

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Circulation: 1,200

Distribution: Alberta, British Columbia, Manitoba, New Brunswick, Ontario, Quebec and Saskatchewan, some states of the U.S. and missionaries in several countries around the world.

Rates are based on camera-ready or digital material. Set-up charges are extra.

Four Colour

Insertions	1 time	4 times/year
IFC	540	485
IFC, 1/2	350	295
OBC	545	490
IBC	520	465
IBC, 1/2	335	280

Black & White

Insertions	1 time	4 times/year
Full	340	289
2/3	250	213
1/2	195	166
1/3	135	115
1/4	110	94
1/6	75	64
1/8	55	47
Per Column Inch	15	13
Per Pica (6/inch)	2.50	2.15

We currently print the inside contents only in black and white. We would be open to two-colour or four-colour ads inside the magazine but would need to negotiate a charge to cover the additional printing cost.

Bleed Charge: Bleeds are accepted only on the cover. There is no bleed charge.

Offices, institutions, boards, commissions, auxiliaries and listed service organizations of Lutheran Church—Canada receive a 15% discount.

Rates quoted are in Canadian dollars.

Set-up Charges

- add 15% to display rate
- no set-up charge for classified ads

Classified Advertising

- 35 cents per word
- 50-word minimum

Semi-display Advertising

Semi-display advertising is text only and has no illustrations, logos or photographs. Suggested classifications include: church supplies and services; employment opportunities; nursing and retirement homes; camps and travel.

- minimum: 5 lines of type
- minimum size type: 8 points
- rate: \$2.00 per line of type

Closing Dates

March 1 for Summer Issue
June 1 for Fall Issue
September 1 for Winter Issue
December 1 for Spring Issue

Payments

Make cheques payable to:
Lutheran Women's Missionary League—Canada.

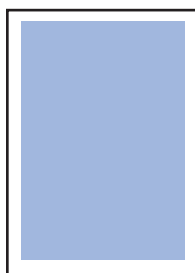
Mail to:

Penny Bobier, Financial Secretary, 7733 Lemoyne Place, Prince George, BC V2N 3N2

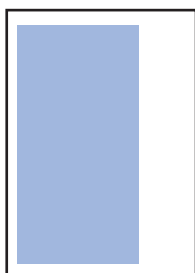
Display Advertising Dimensions

Legend

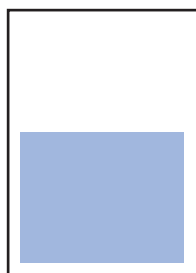
c column width (3 columns/page)
p picas (6 picas per inch)
mm millimetres (25.4 mm per inch)



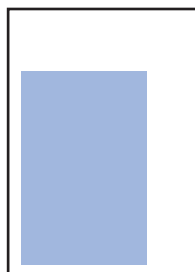
Full Page
 $7\frac{1}{2} \times 9\frac{1}{2}''$
 $190 \times 242 \text{ mm}$
3 c x 57 p



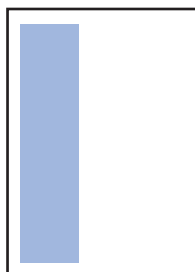
2/3 Page
 $5 \times 9\frac{1}{2}''$
 $127 \times 242 \text{ mm}$
2 c x 57 p



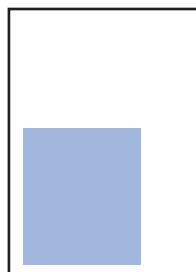
1/2 Page
 $7\frac{1}{2} \times 4\frac{3}{4}''$
 $190 \times 121 \text{ mm}$
3 c x 29 p



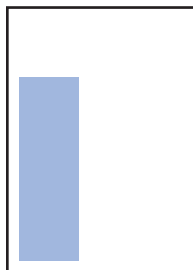
1/2 Page
 $5 \times 7\frac{1}{8}''$
 $127 \times 181 \text{ mm}$
2 c x 43 p



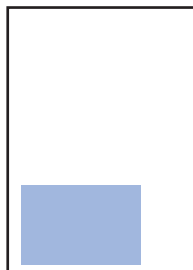
1/3 Page
 $2\frac{3}{8} \times 9\frac{1}{2}''$
 $61 \times 242 \text{ mm}$
1 c x 57 p



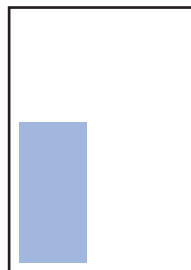
1/3 Page
 $5 \times 4\frac{3}{4}''$
 $127 \times 121 \text{ mm}$
2 c x 29 p



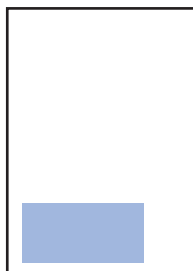
1/4 Page
 $2\frac{3}{8} \times 7\frac{1}{2}''$
 $61 \times 190 \text{ mm}$
1 c x 45 p



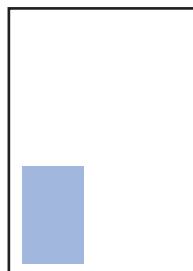
1/4 Page
 $5 \times 3\frac{1}{2}''$
 $127 \times 91 \text{ mm}$
2 c x 22 p



1/6 Page
 $2\frac{3}{8} \times 5''$
 $61 \times 127 \text{ mm}$
1 c x 30 p



1/6 Page
 $5 \times 2\frac{3}{8}''$
 $127 \times 61 \text{ mm}$
2 c x 14 p



1/8 Page
 $2\frac{3}{8} \times 3\frac{3}{4}''$
 $61 \times 96 \text{ mm}$
1 c x 23 p

Copy and contract conditions

- 1** Liability: Advertisers and/or advertising agency assume full responsibility for all content of advertising (including text, representation and illustrations) and any claim made against the publisher because of content. The word advertisement may be placed above copy which, in the opinion of the publisher, resembles editorial materials.
- 2** The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, when such are in conflict with the terms of this rate card. Verbal agreements are not recognized.
- 3** The advertising of tobacco products, alcoholic beverages, carbonated drinks advertised as mixers, and that which promotes any form of gambling will not be accepted; nor will advertising which conflicts with the interests or policies of Lutheran Church–Canada and Lutheran Women’s Missionary League–Canada. All advertising is subject to the approval of the executive committee of LWML–Canada. In the event of cancellation or rejection by the publisher where the advertising had previously been accepted and/or published, the advertising already run shall be billed and paid for at the rate provided for in the order.
- 4** Contracts for cover and special positions are non-cancellable.
- 5** Any advertisement less than a column depth but more than any of the standard units shown will be charged at the rate of the nearest unit, plus the extra linage at the rate per pica that applies (There are 6 picas per inch.).
- 6** Regular advertisers are eligible for multiple times rates even if they use differently-sized ads from issue to issue.
- 7** Rates are subject to change on 60 days’ notice.