

Advertise in *In Trust*

Thousands of board members, administrators, and faculty of theological schools in the United States and Canada read *In Trust* every quarter.



In Trust is a quarterly magazine that publishes news and other articles relevant to the work of board members, administrators, faculty, and other stakeholders of theological schools.

A magazine that espouses no single theological or denominational viewpoint, *In Trust* is read by leaders across the Christian denominations: mainline and evangelical Protestant, Roman Catholic, and Eastern Christian.

In Trust is published four times a year: Autumn, New Year, Spring, and Summer.

In Trust's readers

71%	Seminary board members
26%	Other seminary leaders
3%	Libraries
33%	Evangelical Protestant
49%	Mainline Protestant
16%	Roman Catholic
2%	Eastern Christian

“In Trust magazine has been an important help to me as (board) chair. I read it faithfully, cover to cover.”

“Unvarnished opinion: The magazine is terrific.”

Contract: Publisher reserves the right to reject or cancel any advertising. Advertiser and/or agency agrees to indemnify and hold the publisher harmless from and against any loss or expense resulting from claim, suit, action and/or complaint based on the contents or subject matter of such advertisements. The publisher's liability for any error is limited and will not exceed the cost of the space unit. It is the advertiser's responsibility to examine and proofread all advertisements before submission for publication. Advertisers who fail to provide hard-copy or pdf proofs assume all liability for errors in publication. Cancellations are not accepted after the closing date. Terms are net 30 days. A monthly service charge of 1.5 percent is assessed on all items over 90 days (18 percent per year).

Upcoming issue deadlines

Summer 2019 issue

Space reservation: *May 1, 2019*

Ad materials: *May 8, 2019*

Mail date: *mid-June, 2019*

Autumn 2019 issue

Space reservation: *July 16, 2019*

Ad materials: *July 23, 2019*

Mail date: *early September 2019*

New Year 2020 issue

Space reservation: *November 12, 2019*

Ad materials: *November 19, 2019*

Mail date: *late December 2019*

Spring 2020 issue

Space reservation: *February 12, 2020*

Ad materials: *February 19, 2020*

Mail date: *early April 2019*

***In Trust* magazine
Ad Space Reservation Form**

Size	1 issue	2 or 3 issues (per issue)	4 issues (per issue)
Two pages	\$1,950	\$1,755	\$1,560
One page	\$1,320	\$1,188	\$1,056
Back cover	\$1,650	\$1,485	\$1,320
Two-thirds page (full height, 2 columns)	\$1,050	\$945	\$840
Half page	\$990	\$891	\$792
One-third page (full height, 1 column)	\$600	\$540	\$480
One-third page (half height, 2 columns)	\$600	\$540	\$480
One-sixth page (half height, 1 column)	\$420	\$378	\$336
E-Newsletter	\$100	\$100	\$100

Reservation:

Issue	Ad Size	Cost
Summer 2019	_____	\$ _____
Autumn 2019	_____	\$ _____
New Year 2020	_____	\$ _____
Spring 2020	_____	\$ _____
E-Newsletter	(please contact the In Trust Center office about size and space available)	\$ _____
Total number of ads	_____	\$ _____

Authorized Signature: _____ **Name:** _____

Comments:

If you have questions, contact
Jay Blossom, Publisher
E-mail: jblossom@intrust.org
Phone: 302-654-7770

Please e-mail this form to jblossom@intrust.org.

IN TRUST

Ad Specs & Guidelines

Professional Specs

Ads submitted for placement in *In Trust* magazine must conform to these specifications to ensure that both your ad and the magazine maintain high standards of professional appearance. For a separate charge, the magazine's designers can create a custom ad for you.

Four-Color Printing

The magazine is printed in four-color process printing using Cyan, Magenta, Yellow, and Black (known as CMYK). There is no discount for black & white ads, which will be converted to a single color to complement the color of the page on which the ad is placed. Ads are charged by size, not by the amount of color. Your ad cannot use spot colors from the Pantone system — unless you have converted the spot colors to 4-color process colors. **Note:** There may be a significant shift in color when converting from Pantone to CMYK. *In Trust* assumes no responsibility for color shifts of this kind.

Digital Files

Ads can be sent via e-mail or on CD (see below). Ads must arrive in the In Trust office in their final, approved, digital form before the issue deadline. Ads must be saved at the correct size (see below). The magazine will convert your ad to a different size or proportion for a separate charge.

• *File formats that are acceptable:*

1. Adobe Photoshop PDF, TIF, JPEG, or EPS files saved with all layers flattened, in CMYK color and at 300 dpi.
2. Adobe Illustrator AI, PDF, or EPS saved in CMYK with all fonts converted to outlines.
3. QuarkXpress (version 5.0 and higher) must be "saved as" PDF files — select the Adobe PDF printer and under the printer's various options, select PDF Options and choose Press Quality.

• *File formats that are not acceptable:*

1. Microsoft PowerPoint slides or templates.
2. Microsoft Publisher files of any kind — although these can be "saved as" a PDF (usually).
3. GIF or low rez JPEGs (72 dpi at the full size).
4. Microsoft Word (or other word-processing) documents.

SEND TO: In Trust, 100 West 10th Street, Suite 703, Wilmington, Delaware 19801-6614

OR: jblossom@intrust.org

Sizes

Ads must conform to the magazine's grid of 3 columns per page:

