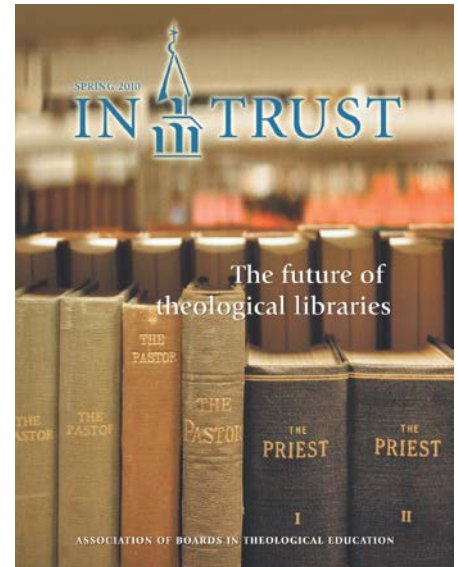
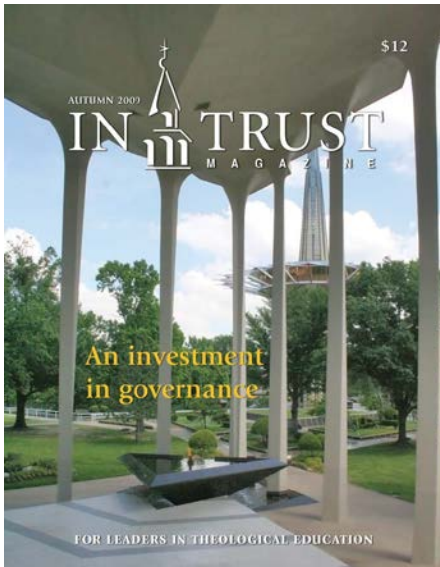


# Advertise in *In Trust*

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



*In Trust* is a quarterly magazine for seminary governing boards and others who bear responsibility for institutions of theological education. A magazine that espouses no single theological or denominational viewpoint, *In Trust* explores trends and issues central to educational governance.

*In Trust* is read by leaders across the Christian denominations: mainline and evangelical Protestant, Roman Catholic, and Eastern Christian. The magazine's main subscriber base — theological school board members — are leaders both in their churches and in their professional lives in the worlds of business, education, religion, and the professions.

*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**

#### **Spring 2012 issue**

Space reservation: *January 24, 2012*

Ad materials: *February 21, 2012*

Mail date: *early April 2012*

#### **Summer 2012 issue**

Space reservation: *April 9, 2012*

Ad materials: *May 9, 2012*

Mail date: *mid-June 2012*

#### **Autumn 2012 issue**

Space reservation: *June 21, 2012*

Ad materials: *July 29, 2012*

Mail date: *early September 2012*

#### **New Year 2013 issue**

Space reservation: *October 25, 2012*

Ad materials: *November 30, 2012*

Mail date: *late December 2012*

# 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:*

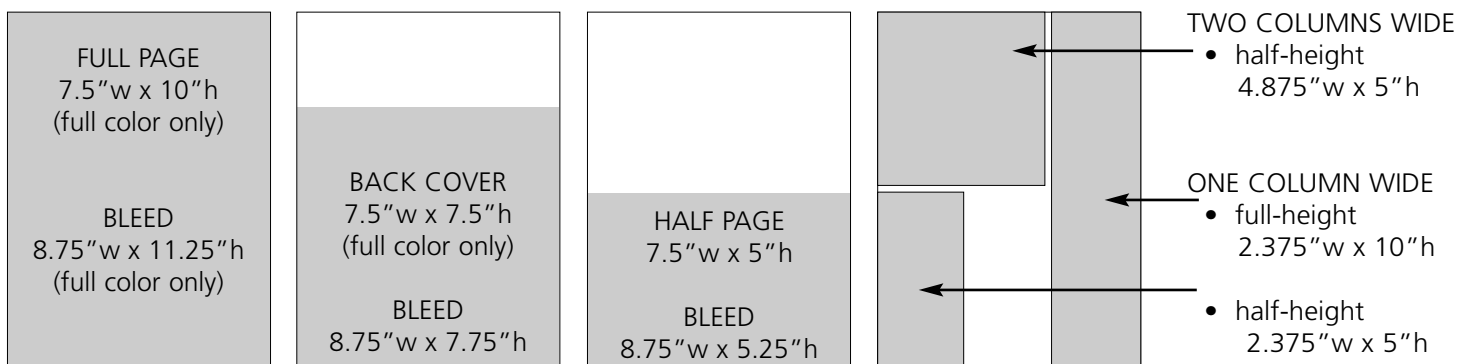
1. Microsoft PowerPoint slides or templates.
2. Microsoft Publisher files of any kind — although these can be "saved as" a PDF (usually).
3. GIF or low rez JPEGs (72 dpi at the full size).
4. Microsoft Word (or other word-processing) documents.

SEND TO: In Trust, 100 West 10th Street, Suite 5, Wilmington, Delaware 19801-6614

OR: [ads@intrust.org](mailto:ads@intrust.org)

### Sizes

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



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

<b>Size</b>	<b>1 issue</b>	<b>2 or 3 issues</b>	<b>4 issues</b>
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:**

<b>Issue</b>	<b>Ad Size</b>	<b>Cost</b>
Spring 2012	_____	\$ _____
Summer 2012	_____	\$ _____
Autumn 2012	_____	\$ _____
New Year 2013	_____	\$ _____
E-Newsletter	(please contact the In Trust office about size and space available)	\$ _____
<b>Total number of ads</b>	_____	\$ _____

**Authorized Signature:** \_\_\_\_\_ **Name:** \_\_\_\_\_

**Comments:**

**If you have questions, contact**  
 Nettia Shepper, Editorial Associate  
 E-mail: [ads@intrust.org](mailto:ads@intrust.org)  
 Phone: 302-654-7770  
 Fax: 302-654-7775

**Please fax this form to 302-654-7775  
 or e-mail the information to [ads@intrust.org](mailto:ads@intrust.org)**