

The Presbyterian Outlook

P.O. Box 85623
Richmond, VA 23285-5623

Dear Camp and Conference Directors

The Presbyterian Outlook is a national magazine catering to the needs of church leaders in the PC(USA). Our roots are deep – going back to 1819. The year 2010 will open a new era for *The Presbyterian Outlook*, and we want your camp and/or conference center to reap the benefits of some of our new directions. Our first issue of the new year, cover date January 11, 2010, will introduce a dynamically redesigned magazine with enhanced graphics, and reader-friendly articles. Our publication schedule will be bi-weekly, with certain issues in full four-color production. Each issue will be a full 32 pages.

The February 22, 2010, issue will be one of those four-color magazines AND it will be the 2010 Camps and Conferences focus issue. We invite you to participate in two ways – the first – send a couple of photos of actives at your camp or conference center. The file should be at 300 dpi saved as a JPG or TIF file. Send them to George Whipple at gwhipple@pres-outlook.org. The second way to participate is to advertise. We need your advertising support a full-color-issue,

Which one of these ad sizes fits your needs:

- Full-page ads (one on the back cover, \$50 extra) — price per ad, \$1,940 (includes color) size 7 X
- Half-page ads — price per ad \$1,009.80 (includes color)
- One-Third page ads — price per ad \$684.20 (includes color)
- One Quarter-page ads — price per ad \$506 (includes color)
- One ninth page ads — price per ad \$220 (includes color)

Each advertiser gets a free bonus — a listing on an advertisers index page we will create near the classified section. In addition you will receive 10 copies of this issue free. Everyone can advertise in this issue - try partnering with another Camp or Conference Center to split the cost.

Extra copies

Think of the 2010 events at your facility, as well as gatherings such as the Presbyterian Church (U.S.A.) General Assembly next summer. This *Outlook* issue featuring your camp or conference center has a definite promotional potential. Hand them out at Presbytery meetings — mail them to potential supporters or groups thinking of using your facility. We will sell you extra copies at 75 percent off the regular price. Regular price is \$4.00 per copy we will sell extra copies to you for \$1.00 per copy and we will split the shipping costs with you. Place your orders with Gillian Kunkel at 800/446-6008 or e-mail gkunkel@pres-outlook.org.

Subscriptions

A regular one-year subscription is \$49.95, we will offer it to you for \$45, two one-year subscriptions regular fee \$99.90 (\$49.95 each) and we will offer it to you for \$80 (\$40 each); use offer code CC10. Call Gillian Kunkel at 800/446-6008 or e-mail her at gkunkel@pres-outlook.org - remember to give her the promo code – CC10.

Advertising and Subscription combinations

Take out a quarter-page ad (vertical or horizontal) for \$460 or larger and we will give you a free one-year subscription. Take a half-page ad for \$918 or larger and get two free one-year subscriptions. Contact George Whipple at 800/446-6008 or e-mail him at gwhipple@pres-outlook.org.

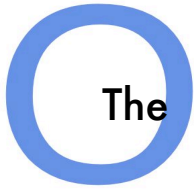
A Web offer

Purchase any print ad and receive a 75 percent discount off Web advertising, or 40 percent off another print ad in an additional issue of the magazine. A listing on the Camps/Conference Web page regularly is \$50 for 6 months so with the purchase of an ad the Web listing is reduced by 75 percent to \$12.50 for 6 months and down to \$25 for the whole year. Contact George Whipple at 800/446-6008 or e-mail gwhipple@pres-outlook.org.

TWO unique special offers for multiple week ads.

If you place an ad – any size- for at least five print issues we will give you a 70 percent discount. A one-sixth ad for \$305 would only be \$91.50. We are also offering you a special deal on Web right margin ad -150 pixels by 150 pixels. The right margin ads float through key traffic pages of our Web site. The regular fee is \$42 per week. We are offering this ad to you for just \$5 per week for the year of 2010 - this is \$2,184 worth of advertising for just \$260. Contact George Whipple at 800/446-6008 or gwhipple@pres-outlook.org.

George Whipple
Advertising Manager
The Presbyterian Outlook

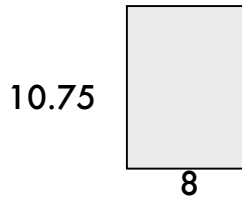


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Camps and Conference Issue - Cover Date - Feb. 22.
Ad reservations are due - Jan. 11 - all materials due Jan. 18.

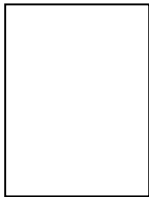
Magazine specs



Page size - 8 wide by 10.75 high

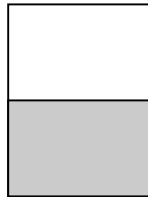
Live area - 7.75 wide by 10.5 high. Bleeds - add .375 on all sides to the live area

Full page



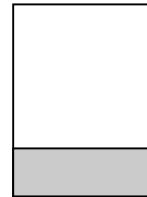
\$1,740
Live area
7.75 wide
10.5 high

Half Page Horizontal



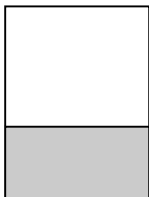
\$918
Live area
7.75 wide
5.125 high

Quarter Page Horizontal



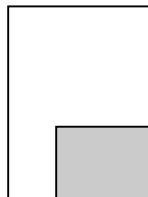
\$460
Live area
7.75 wide
2.4375 high

One-Third Horizontal



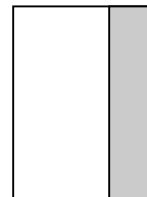
\$622
Live area
7.75 wide
3.583 high

One-Third Square

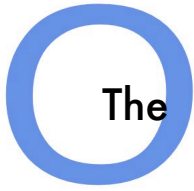


\$622
Live area
5.05 wide
5.05 high

One-Third Vertical

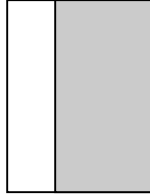


\$622
Live area
2.55 wide
10.5 high



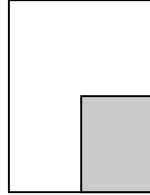
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Two-Thirds Vertical



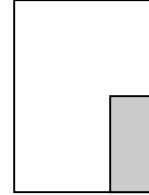
\$1,230
Live area
5.6 wide
10.5 high

One Quarter Vertical



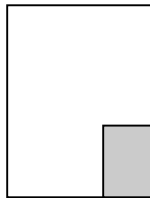
\$460
Live area
3.75 wide
5.125 high

One-Sixth Vertical



\$305
Live area
2.55 wide
5.125 high

One-Ninth Vertical



\$200
Live area
2.55 wide
3.416 high

Any other size will be charged at the rate of \$65 per column inch and may be placed in the back of the magazine where ad space is more flexible. Ads must conform to one of the specified widths.

Spot Color: Pantone Pallet 2728 Blue uncoated (May not be created CMYK).

Spot Color Fee: \$40

Full Color Fee – for specific issues – 12% of ad

DPI: 300

File Format: PDF

Send material to gwhipple@pres-outlook.org

Contact:

George Whipple

800/446-6008 Ext. 756

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2112 W. Laburnum Ave., Suite 109

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