

Media Kit

Congregations Magazine
The flagship publication of the Alban Institute

Advertising Rates Effective January 2007

Reach more than 9,000 clergy and congregational leaders by advertising in Alban's award-winning member magazine.



Congregations magazine is published quarterly as one of the benefits of membership in the Alban Institute. The magazine offers firsthand knowledge and insight into the dynamics of congregational life for clergy and congregational leaders. Each issue offers articles, columns, interviews, and reviews.

Unlike other pastoral magazines, *Congregations* offers a mix of theory and practice for enhancing congregational leadership. It features best practices in the field and the best resources available today. Wise voices. Fresh ideas. Examples of vitality and excellence. It's the magazine for those who care passionately about congregations and their own leadership role.

#1 rated benefit by Alban members

Reach discerning book buyers, decision-makers and lifelong learners





Upcoming Ad Deadlines

Winter 2010

Space deadline: October 1, 2009

Ad file due: November 2, 2009

Issue mails: December 2009

Spring 2010

Space deadline: January 2, 2010

Ad file due: February 4, 2010

Issue mails: March 2010

Summer 2010

Space deadline: April 1, 2010

Ad file due: May 1, 2010

Issue mails: June 2010

Fall 2010

Space deadline: July 1, 2010

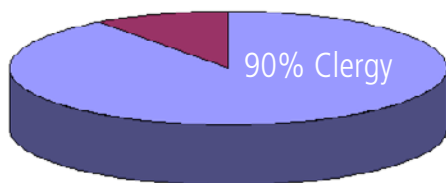
Ad file due: August 2, 2010

Issue mails: September 2010

Readership

Congregations readers represent many faiths and denominations:

- Anglican
- Baptist
- Catholic
- Disciples of Christ
- Episcopal
- Jewish
- Lutheran
- Mennonite
- Methodist
- Presbyterian
- Quaker
- Unitarian Universalist
- United Church of Christ



Testimonials

"Congregations is an outstanding publication. I always get new ideas from it and often pass it on to other clergy and leaders in my congregation."

"High quality. Keeps me in touch with the latest trends as they apply to religious community."

"Serious thinking about how congregations should operate."

"Alban models an openness to new ideas, to diversity, and to careful research. I appreciate that. You help me not to respond with feelings alone but also with intelligent reflection."

"Congregations articles are useful in my ministry. I value the congregational research and results of that research shared in the publication."

Congregations

Production Specifications

Size: 8.5" x 11"
 Color: 4-Color Cover; 2-color inside (inside ads b/w only)
 Frequency: Quarterly publication
 Circulation: Subscription base 8,000
 Distribution: 9,000
 Line Screen: 175
 Electronic Files: PDF distilled for press, 300 dpi Tiff grayscale, or EPS with fonts embedded or converted to outlines

Insertion Orders & Materials

Orders and instructions should be sent to:

The Alban Institute
 Attn: David Pratt
 2121 Cooperative Way, Suite 100
 Herndon, VA 20171-3025

1-800-486-1318 Ext. 220

Electronic Files: e-mail to David Pratt, dpratt@alban.org

Terms: Payment terms in accordance with written and signed contract; all invoices are net 15 days. Frequency discounts granted but not fulfilled due to schedule cancellation will be short-rated and added to final invoice or billed separately at end of contract term. Contract may be revised at any time to increase or decrease frequency rate.

Commissions: All space and frequency rates are net of agency commission.

Exceptions: The Alban Institute reserves the right, using our discretion, to accept or reject any advertisement. Advertiser and/or agency are responsible for content of all advertising printed by Alban and will indemnify and hold Alban harmless for any claims arising against Alban, including but not limited to claims for defamation, invasion of privacy, and trademark and copyright infringement.

Alban Marketing Opportunities

The Alban Institute provides a variety of outreach and media opportunities to help you effectively reach our clergy market. We offer custom-designed, cost-effective programs to meet your marketing goals.

Call David Pratt, Marketing Director, at 1-800-486-1318 ext. 220 for more information on these message delivery opportunities.

Inserts into Book Order Packages—1,000-1,400 per month to customers who purchase Alban Books, primarily clergy. Quote based on size and weight of enclosures. Six-month minimum period.

Color, Bleed, Size Specifications, and Rates

- Color:**
- Available on 1/4-page size and larger (inside front or back cover)
 - See rates below

- Bleed:**
- Add 15% to cost of space and color

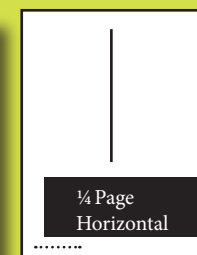
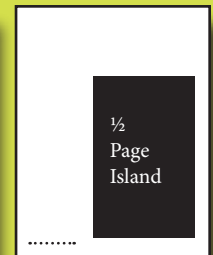
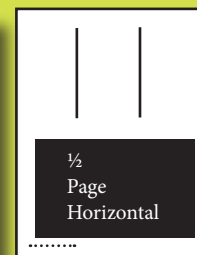


Full page: 7.5" x 10"

	b/w	color
1x	\$1,200	\$1,600
2X	\$1,100	\$1,500
4X	\$950	\$1,350

Half Page: Vertical 3.5" x 10" Horizontal 7.5" x 4.75" Island 4.625" x 7.25" (b/w only)

	b/w	color
1X	\$800	\$1,000
2X	\$700	\$900
4X	\$650	\$850



Quarter Page: Vertical 3.5" x 4.75" Horiz. 7.5" x 2.5"

	b/w	color
1x	\$500	\$600
2X	\$400	\$500
4X	\$325	\$425



Eighth Page: 3.5" x 2.25"

1x	\$300
2X	\$250
4X	\$200

2010 Insertion Order



Date _____

Advertiser _____ Contact: _____

Address _____

City _____ State _____ ZIP _____

Telephone () _____ Fax _____ E-Mail _____

RATES

	Black and White			Color		
	1X	2X	4X	1X	2X	4X
Full Page	\$1,200	\$1,100	\$950	\$1,600	\$1,500	\$1,350
Half Page	\$800	\$700	\$650	\$1,000	\$900	\$850
1/4 Page	\$500	\$400	\$325	\$600	\$500	\$425
1/8 Page	\$300	\$250	\$200			

ORDER

ISSUE	AD SIZE	COST
Winter 2010	_____	_____
Spring 2010	_____	_____
Summer 2010	_____	_____
Fall 2010	_____	_____
TOTAL	_____	_____

Authorized Signature _____

Name: _____

Special Instructions: _____

FAX THIS ORDER TO:

703-964-0370 ATTN: David

E-Mail ad file to David Pratt
dpratt@alban.org or send on disc to:

David Pratt
The Alban Institute
2121 Cooperative Way, Suite 100
Herndon, VA 20171

NOTE: Agency and Advertiser shall be jointly and severally liable for payment of advertising orders.

Short Rate: Should an Advertiser's contract be unfulfilled at the end of a contract period, the Advertiser will be shortrated to the frequency earned. All advertising runs at the discretion of the Publisher.

Note to all contract advertisers: If we do not receive a new ad by deadline, we will assume that the last ad run should be repeated.