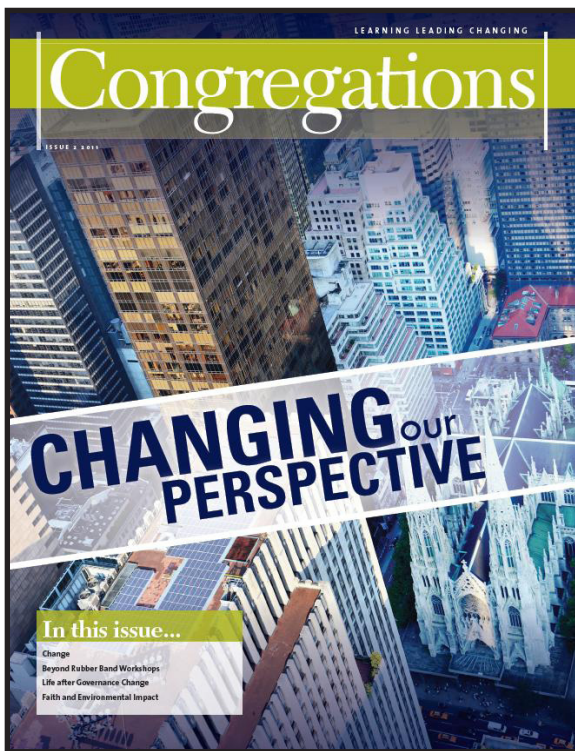


# Media Kit

**Congregations Magazine**  
The flagship publication of the Alban Institute

Advertising Rates Effective January 2011

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



*Congregations* magazine is published four times a year 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**

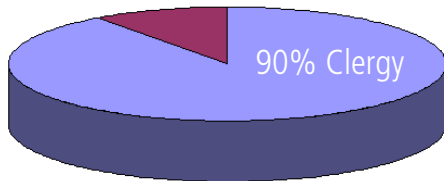


ALBAN

## 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



## Upcoming Ad Deadlines

### 2011 Issue 1

**Space deadline:** November 15, 2011

**Ad file due:** December 1, 2011

**Issue mails:** January 2012

### 2011 Issue 2

**Space deadline:** February 1, 2012

**Ad file due:** February 22, 2012

**Issue mails:** April 2012

### 2011 Issue 3

**Space deadline:** May 1, 2012

**Ad file due:** May 23, 2012

**Issue mails:** July 2012

### 2011 Issue 4

**Space deadline:** August 1, 2012

**Ad file due:** August 22, 2012

**Issue mails:** October 2012

## 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: Four times per year  
 Circulation: Subscription base 6,000  
 Distribution: 7,000  
 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: Lauren Belen  
 2121 Cooperative Way, Suite 100  
 Herndon, VA 20171-3025

1-800-486-1318 Ext. 273

**Electronic Files:** e-mail to Lauren Belen, lbelen@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 Lauren Belen, Publishing Associate, at 1-800-486-1318 ext. 273 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"

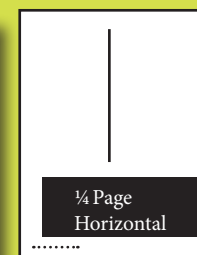
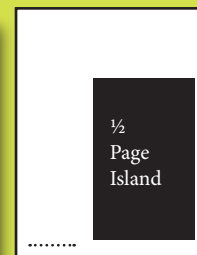
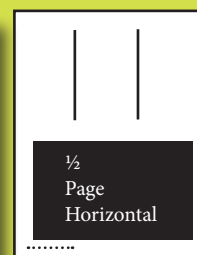
	b/w	color
1x	\$1,200	\$1,600
2X	\$1,100	\$1,500
4X	\$950	\$1,350

**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



# 2012 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
2011 Issue 1	_____	_____
2011 Issue 2	_____	_____
2011 Issue 3	_____	_____
2011 Issue 4	_____	_____
TOTAL		_____

**FAX THIS ORDER TO:**  
703-964-0370 ATTN: Lauren

E-Mail ad file to Lauren Belen  
lbelen@alban.org or send on disc to:

Lauren Belen  
The Alban Institute  
2121 Cooperative Way, Suite 100  
Herndon, VA 20171

Authorized Signature \_\_\_\_\_

Name: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

\_\_\_\_\_

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.