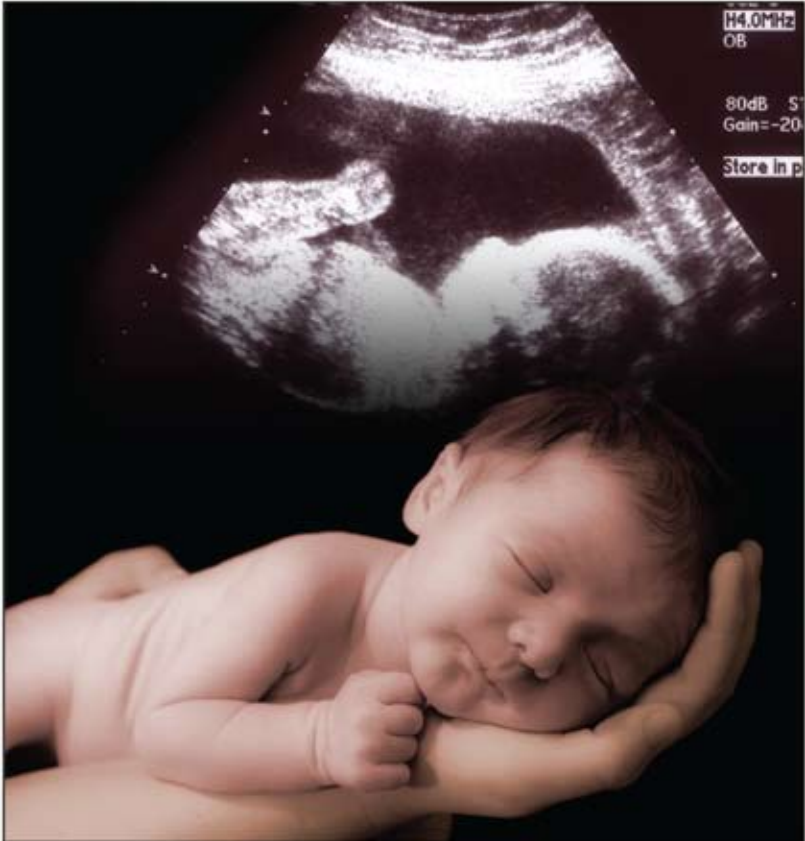




CLEARLY CARING

Christian Life Resources



2010-2011
ADVERTISING RATES

Christian Life Resources offers advertisers the opportunity to reach thousands of readers through its magazine, *Clearly Caring*.

CURRENT ADVERTISING RATES PER ISSUE

Issue Commitment	1x	3x	6x
1 Page	\$965	\$875	\$820
1/2 Page	565	520	480
1/4 Page	375	345	320
1/8 Page (Business Card)	255	225	215
Inside Front / Back Cover	1,045	940	845
Single Business Reply Card*	3,360		
Double Business Reply Card*	4,705		

* Special consideration of custom rates for insertions in multiple issues.

All ads can be 4-color (no discounts apply for 1, 2 or 3 color ads).

Business Reply Cards are priced as 1 color on one side and 4 color on the other side.

STAND-BY POLICY

From time to time last-minute space is available at 20% off the current earned advertising rate. This space is not guaranteed, nor can publisher notify the client before the issue has gone to press.

TERMS

1. Terms: 2% 10 days, net 30 days from invoice date.
2. New advertisers: Payment in advance required for first insertion and until credit has been approved.
3. All invoices that are over 30 days from invoice date will be charged 1.5% of the unpaid balance per month. Publisher reserves the right to refuse ads until past-due balance is paid.
4. Publisher reserves the right to hold advertiser liable for such monies as are due and payable to the publisher.

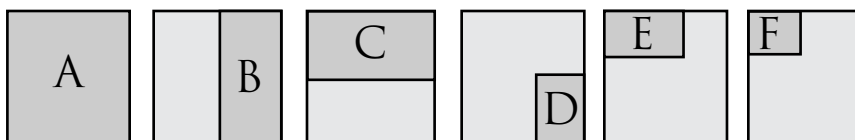
MATERIAL SPECIFICATIONS

1. Trim and bleed sizes: Trim size 6" x 10.5". Bleed page size 6.25" x 10.75". Important illustrations and type matter should be kept .25" from gutter.
2. All advertisements should be supplied in one of the following digital formats: Pagemaker, QuarkXPress, Illustrator or Photoshop, Macintosh or PC supplied on a CD or Zip disk with ALL fonts, logos, graphics, and photos. Call ahead for full digital guidelines.
3. Proofs: Advertiser must supply laser copy, Matchprint or equivalent press quality proof.
4. Binding: Saddle-stitched.
5. Method of printing: Web offset, 4-color process.
6. Paper used: 70 lb Gloss Text #3
7. Design service available on a contract basis. Call for more information.
8. Ad material will be returned to the advertiser if requested in writing. The cost of postage and handling will be billed to the advertiser.

AD DIMENSIONS AND LAYOUT

	Bleed Size	Non-Bleed Size
Full Page (A)	6.25" x 10.75"	6" x 10.5"
1/2 Page Vertical (B)	2.375 x 10	same
1/2 Page Horizontal (C)	5.25 x 4.875	same
1/4 Page Vertical (D)	2.375 x 4.875	same
1/4 Page Horizontal (E)	5.25 x 2.375	same
1/8 Page Horizontal (F)	2.375 x 2.375	same
Business Reply Card*	8.125 x 4.5	8 x 4.375

* Business Reply Card bleeds are on the right side and bottom with one perf for a minimum card length of 5¾".



NOTE: The illustrations above are to be used for general reference only. The actual placement of the ad may differ. Please refer to the chart for actual advertisement sizes.



BUSINESS REPLY CARD

Bleed Size 8.125" x 4.5" Non-Bleed Size: 8" x 4.375"



DEADLINES

	Space Closing	Material Due	Issue Date
First Quarter Issue	Nov 15 th	Nov 22 nd	Jan 20 th
Second Quarter	Feb 15 th	Feb 22 nd	April 20 th
Third Quarter	May 15 th	May 22 nd	July 20 th
Fourth Quarter	Aug 15 th	Aug 22 nd	Oct 20 th

Space Closing: 15th of the month, two months prior to issue date.

Material Due: 22nd of the month, two months prior to issue date.

Issue Dates: 20th of every third month beginning with January.

CONTRACT INFORMATION

1. All copy is subject to approval by publisher. Publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, whether or not such advertisement was previously acknowledged, accepted or published.
2. Publisher's liability for any error will not exceed 50% of the cost of the space unit. Publisher assumes no liability for errors in "key numbers" or other typesetting changes.
3. Advertiser or advertising agency assumes full liability for any and all claims which are a result of advertisements printed.
4. Advertising rates are subject to change without notice; however, contracts in effect at the time of a rate change will be held for six months.
5. If a cancellation is necessary, it must be made in writing prior to the closing date.
6. If new copy is not furnished by contract advertiser by closing date of any issue, publisher will repeat last inserted advertisement.
7. Contracts must be completed within one year from the date of first insertion.



Christian Life Resources

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