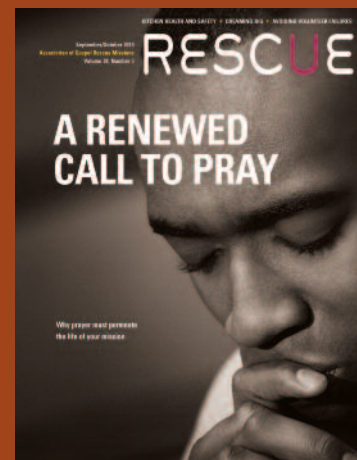


*Rescue* is published six times a year by the Association of Gospel Rescue Missions (AGRM).



## ADVERTISING SPECIFICATIONS

### Digital Ads Only

*Rescue* is created completely electronically and is later available in PDF format. We cannot use conventional film for this process.

### Digital Formats

**PDF:** The preferred file format for ad submissions is an Adobe Acrobat high-resolution PDF. PDFs must have fonts included.

**Mac:** Electronic files may be submitted in the Macintosh format using QuarkXpress, Adobe InDesign, Adobe Illustrator EPS, or Adobe Photoshop TIFF or EPS (PDFs are preferred). Please include all art and fonts (printer and screen fonts; no truetype fonts please). TIFF files must be flattened (not saved with layers). If submitting EPS files, convert all fonts to outlines and include embedded art if applicable.

**PC:** If you must create the ad in a PC format, we accept high-resolution Adobe Photoshop TIFF and EPS formats (PDFs are preferred). TIFF files must be flattened (not in layers). If submitting EPS files, convert all fonts to outlines and include embedded art if applicable.

### Digital Specifications

Images included in the file must be saved in grayscale or CMYK mode and be at least 300 ppi at 100 percent. *All ad sizes include four-color process at no additional charge.* Do not use RGB, index color, JPEG, LZW compressed graphics, or files saved as QuarkXPress EPS files.

### Proofs

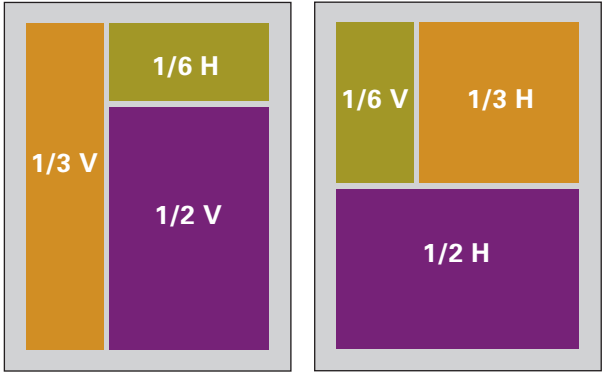
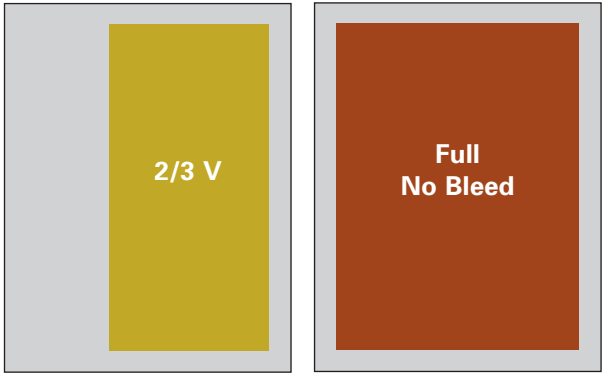
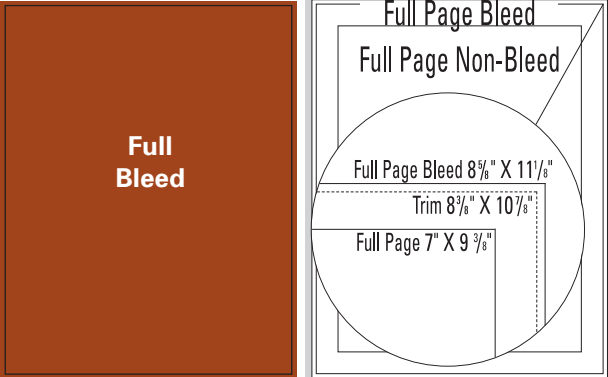



If submitting a QuarkXpress, InDesign, Photoshop, or Illustrator EPS file, please include a PDF (Adobe Acrobat file) made from the original program. This will assist in verifying how your ad should appear. If sending a high-resolution PDF or TIFF image, this step is not necessary.

## CONTACT

**Brad Lewis**  
**Director of Communications**  
 Phone: (719) 266-8300, ext. 103  
 Fax: (719) 266-8600  
 Email: [blewis@agrm.org](mailto:blewis@agrm.org)

*Rescue*  
 Association of Gospel Rescue Missions  
 7222 Commerce Center Drive, Suite 120  
 Colorado Springs, CO 80919

[www.agrm.org](http://www.agrm.org)

Advertising Rates	Ad Measurements	Publication Trim Size 8.375" x 10.875"	
<b>One-sixth page</b> 1X    3X    6X <b>\$295    \$270    \$255</b>	One-sixth page <b>vertical</b> 2.25" x 4.625" One-sixth page <b>horizontal</b> 4.625" x 2.25"		
<b>One-third page</b> 1X    3X    6X <b>\$495    \$440    \$415</b>	One-third page <b>vertical</b> 2.25" x 9.375" One-third page <b>horizontal</b> 4.625" x 4.625"		
<b>One-half page</b> 1X    3X    6X <b>\$675    \$610    \$575</b>	One-half page <b>vertical</b> 4.625" x 7" One-half page <b>horizontal</b> 7" x 4.625"		
<b>Two-thirds page</b> 1X    3X    6X <b>\$870    \$790    \$740</b>	Two-thirds page <b>vertical</b> 4.625" x 9.375"		
<b>Full page</b> 1X    3X    6X <b>\$1,160    \$1,050    \$1,000</b>	Full page 7" x 9.375"		
<b>Inside Front Cover or Inside Back Cover</b> 1X    3X    6X N/A    N/A    \$1,320	Full page <b>with bleed</b> Publication trim size 8.375" x 10.875"		
<b>Back Cover</b> 1X    3X    6X N/A    N/A    \$1,645	Art including bleed 8.625" x 11.125"		

Variations in size will NOT be accepted.

### Color

All ad sizes include four-color process at no additional charge.

### Bleeds

Full-page bleed is no additional charge. (Bleeds unavailable for other sizes.)

## DETAILS & INSTRUCTIONS



### Discounts

Business Members of the Association of Gospel Rescue Missions receive a 10 percent discount from published rates. For more information about AGRM business membership go to [www.agrm.org](http://www.agrm.org) > *Become a Member* > *Business*.

### Closing Dates

<i>Issue</i>	<i>Reservations Deadline</i>	<i>Materials Deadline</i>
January/February	November 10	November 17
March/April	January 9	January 16
May/June	March 9	March 16
July/August	May 8	May 15
September/October	July 6	July 13
November/December	September 4	September 11

### Sending files

If file (or zipped folder) is under 19 MB, email electronic files and PDF proof to: [mike@hamescreative.com](mailto:mike@hamescreative.com). For upload instructions for larger files, email Mike Hames at [mike@hamescreative.com](mailto:mike@hamescreative.com).

### Special Placement

The Inside Front Cover, Inside Back Cover, and Outside Back Cover spaces are sold for all six issues of each year. Please see our Special Placement guidelines at [www.agrm.org](http://www.agrm.org) > **Become a Member** > **Business** > **Advertising Opportunities (click on Special placement guidelines)**.

### Insertion Orders

To reserve ad space in *Rescue*, please print, complete, and submit an insertion order (page 4). Note that the reservations deadline for the January/February issue—and thus for locking in the 6x rate for 2015—is November 10, 2014.

### New and Pick-up Ads

While we encourage advertisers to “freshen” their ads regularly, we understand that some advertisers choose to run the same ad in multiple issues. Each advertiser is responsible to meet the established materials deadlines. If an advertiser commits to advertise in multiple issues and does not meet the materials deadline for a particular issue, AGRM reserves the right to pick up the most recent ad of that advertiser.

### Cancellations and Changes

Cancellations, as well as changes in insertion orders, must be made in writing (email or fax is acceptable) and may not be made after the reservations deadline.

### Liability

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for any claims arising therefrom made against the publisher. AGRM provides limited space for advertising opportunities, services, and products to further the cause of rescue ministry. AGRM is not responsible for the claims made by its advertisers and reserves the right to select or reject any advertising, in the sole discretion of AGRM, for any or no reason.



Order date \_\_\_\_\_ Advertiser \_\_\_\_\_  
 Contact name \_\_\_\_\_ Send invoice to \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_ Address 2 \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

**Ad to appear in the following issue(s) of Rescue magazine:**

- January/February 2015
- March/April 2015
- May/June 2015
- July/August 2015
- September/October 2015
- November/December 2015

- I plan to submit new materials for each issue (for multiple-issue ads).
- Please pick up my ad from the previous issue (unless otherwise notified by the materials deadline).

Special placement desired \_\_\_\_\_

\$ \_\_\_\_\_ Rate  
 - \$ \_\_\_\_\_ AGRM business member discount if applicable (-10%)  
 \$ \_\_\_\_\_ Net rate

Special instructions \_\_\_\_\_

**Payment terms**

- AGRM will invoice the advertiser for each issue via contact name and mailing information listed above.
- Payment is due within 30 days of receipt of invoice.
- Advertiser may pay in advance for multiple insertions.
- Non-payment may result in withholding of ads from subsequent issues until accounts are made current.

**Contract terms**

- Advertisers assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
- All advertisements are subject to approval. AGRM reserves the right to reject any advertising not meeting the standards or values of *Rescue* magazine or the association.
- AGRM shall not be liable for failure to insert an advertisement for any cause.
- All advertising must be confirmed by submitting a completed insertion order form.
- Advertisers reserving space in multiple issues understand that their most recent ad will be picked up if new materials are not received by the materials deadline (or other arrangements are made with the Director of Communications).
- Cancellations received after the materials deadline dates may be charged a 20 percent cancellation fee.
- The advertiser agrees to submit ads according to instructions provided on this rate card.

***I agree to the terms under which this Insertion Order is issued.***

Printed name \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

## INSTRUCTIONS

**Please print this insertion order form, complete, and submit via fax or email attachment to:**

**Brad Lewis**

Director of Communications  
 Phone: (719) 266-8300, ext. 103  
 Fax: (719) 266-8600  
 Email: blewis@agrm.org

**Ad size**

- Full page
- Two-thirds page
- One-half page vertical
- One-half page horizontal
- One-third page vertical
- One-third page horizontal
- One-sixth page vertical
- One-sixth page horizontal

*Please see pages 1-3 for specs, rates, measurements, publication trim size information, and details about submitting your ad electronically.*



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