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CITYGATE™
NETWORK

WELCOMING DESPERATE
AND DESTITUTE PEOPLE
INTO GOSPEL-POWERED
LIFE TRANSFORMATION
SINCE 1906

STIRRING UP NEW IDEAS IN THE ARENA OF RADICAL HOSPITALITY

INSTIGATE

2024 ADVERTISING SPECIFICATIONS

CONTACT

Sam Edwards

Director of Business Development

Phone: (719) 266-8300, ext. 110

Email: sedwards@citygatenetwork.org

Instigate

Citygate Network

2153 Chuckwagon Road, Suite 100
Colorado Springs, CO 80919

www.citygatenetwork.org

Digital Ads Only

Instigate magazine is produced completely electronically and is later available in print, PDF and digital publication format.

Digital Formats

PDF: The preferred file format for ad submissions is an Adobe Acrobat high-resolution PDF. PDFs must have fonts included. If you are not able to send a high-resolution PDF, please contact Mike Hames at mike@hamescreative.com for other options.

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.

| Advertising Rates | Ad Measurements | Publication Trim Size 8.375" x 10.875" |
|---|--|---|
| One-sixth page 1X 3X 6X \$339 \$299 \$279 | One-sixth page vertical 2.25" x 4.625" | |
| | One-sixth page horizontal 4.625" x 2.25" | |
| One-third page 1X 3X 6X \$569 \$499 \$479 | One-third page vertical 2.25" x 9.375" | |
| | One-third page horizontal 4.625" x 4.625" | |
| One-half page 1X 3X 6X \$769 \$699 \$669 | One-half page vertical 4.625" x 7" | |
| | One-half page horizontal 7" x 4.625" | |
| Two-thirds page 1X 3X 6X \$999 \$909 \$849 | Two-thirds page vertical 4.625" x 9.375" | |
| Full page 1X 3X 6X \$1,329 \$1,189 \$1,139 | Full page with bleed Publication trim size 8.375" x 10.875" | |
| Inside Front Cover or Inside Back Cover 1X 3X 6X N/A N/A \$1,509 | Add .125" on each side for bleed. | PDF Specifications Color: Images must be saved in grayscale or CMYK mode. Do not use RGB or index color. Resolution: Images must be at least 300 ppi at 100 percent. Do not include JPEG, LZW compressed graphics, or files saved as QuarkXPress EPS files. Bleed: Bleed is no additional charge for full-page ads (bleeds are unavailable for other sizes). Establish .125" bleed on all four sides. Live Matter: In full-page ads with bleed, keep text and logos (live matter) .375" inside the trim. |
| Back Cover 1X 3X 6X N/A N/A \$1,889 | Art including bleed 8.625" x 11.125" | |
| | Variations in size will NOT be accepted. | |

DETAILS AND INSTRUCTIONS



Closing Dates

| 2023 Issue | Reservations Deadline | Materials Deadline |
|-------------------|-----------------------|--------------------|
| January/February | November 6, 2023 | November 20, 2023 |
| March/April | January 9, 2024 | January 19, 2024 |
| May/June | March 6, 2024 | March 20, 2024 |
| July/August | May 8, 2024 | May 20, 2024 |
| September/October | July 10, 2024 | July 22, 2024 |
| November/December | September 10, 2024 | September 20, 2024 |

Sending files

If high-resolution PDF is under 20 MB, email it to Mike Hames at mike@hamescreative.com. Email Mike for upload instructions for larger files.

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 Guidelines for Special Advertising Placement.

Insertion Orders

To reserve ad space in *Instigate*, 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 2024 – is November 6, 2023.

New and Pick-up Ads

While we encourage advertisers to “refresh” 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, Citygate Network reserves the right to pick up the advertiser’s most recent ad.

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. Citygate Network provides limited space for advertising opportunities, services, and products to further the cause of life-transformation ministry. Citygate Network is not responsible for the claims made by its advertisers and reserves the right to select or reject any advertising, at the sole discretion of Citygate Network, for any or no reason.



Discounts

Business Members of Citygate Network receive a 10 percent discount from published rates. For more information about Citygate Network business membership, go to www.citygatenetwork.org > Membership > Business > Advertising Opportunities

INSTRUCTIONS

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

Sam Edwards

Director of Business Development

Phone: (719) 266-8300, ext. 110

Email: sedwards@citygate-network.org



Citygate Network
2153 Chuckwagon Road
Suite 100
Colorado Springs, CO 80919
Phone: (719) 266-8300
www.citygatenetwork.org

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):

- ☐ January/February 2024
- ☐ March/April 2024
- ☐ May/June 2024
- ☐ July/August 2024
- ☐ September/October 2024
- ☐ November/December 2024

- ☐ I plan to submit new ad 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 (based on rates on page 2)
- \$ _____ Citygate Network business member discount, if applicable (-10%)
\$ _____ Net rate

Special instructions _____

Payment terms

- Citygate Network 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. Citygate Network reserves the right to reject any advertising not meeting the standards or values of *Instigate* magazine or the association.
- Citygate Network 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 Business Development).
- 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 _____

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.

GUIDELINES FOR SPECIAL ADVERTISING PLACEMENT IN *INSTIGATE* MAGAZINE 2024 ISSUES

In the interest of fairness to all *Instigate* advertisers, we have established the following guidelines for special advertising placement — specifically concerning ads on the inside front cover, inside back cover, and outside back cover.

1. Once the annual rate card is published each year, advertisers will have until the reservations deadline of the January/February issue to notify Citygate Network of their interest for special placement in *Instigate* by completing and submitting the insertion order document (see page 4 of the rate card). This year, that deadline is November 6, 2023.
2. Previous ad placement will not be a factor in determining which advertisers are awarded ad placement for the upcoming year.
3. On the business day following the reservations deadline for the January/February issue (this year, November 6, 2023), any uncontested ad placements will be granted. Advertisers for placements for which there is more than one interested party will be decided by a random drawing.
4. Drawings (if needed) for advertising placement will proceed in the following order: outside back cover, inside front cover, and inside back cover.
5. Citygate Network business members will be given priority. If a business member and a non-business member are both interested in the same advertising placement, the business member will be awarded the placement without a drawing. A non-business member will be awarded an ad placement only if it is the sole interested party, or if only other non-business members are interested. If only multiple business members or only multiple non-business members desire the same ad placement, a drawing will be held to award the placement.
6. Citygate Network will automatically enter any advertiser that is not awarded its desired ad placement (for example, inside front cover) into the drawing for the next available placement (in this example, inside back cover), unless the business requests otherwise.
7. Advertisers can indicate interest for more than one advertising placement. If a business is awarded a placement, it will be pulled from any other level drawing in which it has also indicated an interest, unless there is no other interested party.
8. Advertisers will be notified of the winners of drawings for ad placement on the business day following the reservations deadline for the January/February issue (this year, November 7, 2023).
9. After ad placement drawings are held each year, any uncontested remaining placements will be awarded on a first come, first served basis.