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**CITYGATE**<sup>™</sup>  
NETWORK



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# INSTIGATE

## 2023 ADVERTISING SPECIFICATIONS

### CONTACT

#### Sam Edwards

Director of Business Development  
and Member Care

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

Email: [sedwards@citygatenetwork.org](mailto:sedwards@citygatenetwork.org)

#### *Instigate*

Citygate Network  
2153 Chuckwagon Road, Suite 100  
Colorado Springs, CO 80919

[www.citygatenetwork.org](http://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](mailto: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"
<b>One-sixth page</b> 1X    3X    6X \$324    \$289    \$274	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 \$539    \$484    \$459	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 \$734    \$669    \$634	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 \$954    \$864    \$814	Two-thirds page <b>vertical</b> 4.625" x 9.375"	
<b>Full page</b> 1X    3X    6X \$1,264    \$1,129    \$1,089 <b>Inside Front Cover or                      Inside Back Cover</b> 1X    3X    6X N/A    N/A    \$1,439 <b>Back Cover</b> 1X    3X    6X N/A    N/A    \$1,799	Full page with bleed Publication trim size 8.375" x 10.875" Add .125" on each side for bleed. <b>Art including bleed</b> 8.625" x 11.125" Variations in size will NOT be accepted.	

### Color

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

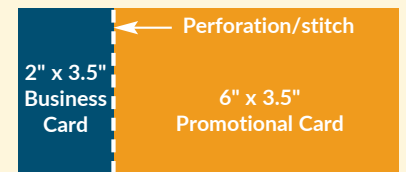
### Bleeds

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

## 2023 OPPORTUNITIES

### Stitched-in Promo Card w/Business Card

8" x 3.5" (add .125" bleed); printed 4-color on two sides from artwork you provide; 80# card stock; stitched into centerfold with perforation.



Printed and stitched in by magazine printer.

**Price per insertion: \$2,299**

(limit 1X annually—magazine ad also required)

### Polybagged Flyer with Magazine

8.375" x 10.875" (add .125" bleed); printed 4-color on two sides from artwork you provide; 70# matte text stock; hand-inserted into polybag with magazine (additional postage and bagging charge included).

**Price per insertion: \$2,649**

(limit 1X annually—magazine ad also required)

### DETAILS AND INSTRUCTIONS

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#### Closing Dates

2023 Issue	Reservations Deadline	Materials Deadline
January/February	November 7, 2022	November 21, 2022
March/April	January 9, 2023	January 23, 2023
May/June	March 6, 2023	March 20, 2023
July/August	May 8, 2023	May 22, 2023
September/October	July 10, 2023	July 24, 2023
November/December	September 11, 2023	September 25, 2023

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#### 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).

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#### 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.

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#### 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 2023—is November 9, 2022.

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#### 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.

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#### 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.

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#### 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](http://www.citygatenetwork.org) > [Membership](#) > [Business](#) > [Advertising Opportunities](#)

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 2023
- March/April 2023
- May/June 2023
- July/August 2023
- September/October 2023
- November/December 2023

**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
- Stitch-In Promo Card
- Polybagged Flyer

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

- 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 \_\_\_\_\_

**Additional Advertising Options**

- Stitched-In Card: preferred issue \_\_\_\_\_ (limit 1X annually)
- Polybagged Flyer: preferred issue \_\_\_\_\_ (limit 1X annually)

\$ \_\_\_\_\_ Rate  
 - \$ \_\_\_\_\_ 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 and Member Care).
- 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:

**Sam Edwards**

Director of Business  
 Development and Member Care

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

Fax: (719) 266-8600

Email: [sedwards@citygate-network.org](mailto:sedwards@citygate-network.org)



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

### GUIDELINES FOR SPECIAL ADVERTISING PLACEMENT IN *INSTIGATE* MAGAZINE 2023 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.

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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 7, 2022.
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 7, 2022), 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 8, 2022).
9. Advertisers have the option to purchase additional advertising features (stitched-in promo card or polybagged flyer—see page 2 of the 2023 rate card for details). If advertisers wish to purchase additional options, they must also have an ad in the same issue. If necessary, a random drawing on November 7, 2022 will determine additional advertising option winners.
10. After ad placement drawings are held each year, any uncontested remaining placements will be awarded on a first come, first served basis.