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**CITYGATE**<sup>™</sup>  
NETWORK



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# INSTIGATE

## CONTACT

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Director of Member Engagement  
Phone: (719) 266-8300, ext. 110  
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*Instigate*  
Citygate Network  
2153 Chuckwagon Road, Suite 100  
Colorado Springs, CO 80919

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

## ADVERTISING SPECIFICATIONS

### Digital Ads Only

*Instigate* magazine is produced completely electronically and is later available in print and 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. 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 possible 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 <b>\$315    \$285    \$270</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>\$525    \$470    \$445</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>\$715    \$650    \$615</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>\$925    \$840    \$790</b>	Two-thirds page <b>vertical</b> 4.625" x 9.375"	
<b>Full page</b> 1X    3X    6X <b>\$1,230    \$1,110    \$1,060</b>	Full page 7" x 9.375"	
<b>Inside Front Cover or Inside Back Cover</b> 1X    3X    6X <b>N/A    N/A    \$1,400</b>	Full page <b>with bleed</b> Publication trim size 8.375" x 10.875"	
<b>Back Cover</b> 1X    3X    6X <b>N/A    N/A    \$1,745</b>	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

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#### Closing Dates

<i>Issue</i>	<i>Reservations Deadline</i>	<i>Materials Deadline</i>
January/February	November 11	November 22
March/April	January 6	January 17
May/June	March 2	March 13
July/August	May 4	May 15
September/October	July 6	July 17
November/December	September 7	September 18

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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 Special Placement guidelines at [www.citygatenetwork.org](http://www.citygatenetwork.org) > [Membership](#) > [Business](#) > [Advertising Opportunities](#) (click on Special placement guidelines).

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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 2020—is November 11, 2019.

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#### 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, Citygate Network reserves the right to pick up the most recent ad of that advertiser.

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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 rescue ministry. Citygate Network 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 Citygate Network, for any or no reason.

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#### 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) of *Instigate* magazine:**

- January/February 2020
- March/April 2020
- May/June 2020
- July/August 2020
- September/October 2020
- November/December 2020

- 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  
 – \$ \_\_\_\_\_ Citygate Network business member discount if applicable (-10%)  
 \$ \_\_\_\_\_ Net rate

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

**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.*

## INSTRUCTIONS

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

**Sam Edwards**

Director of Member Engagement  
 Phone: (719) 266-8300, ext. 110  
 Fax: (719) 266-8600  
 Email: [sedwards@citygate-network.org](mailto:sedwards@citygate-network.org)



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**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 Member Engagement).
- 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 \_\_\_\_\_