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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

CONTACT

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Instigate

Citygate Network

2153 Chuckwagon Road, Suite 100

Colorado Springs, CO 80919

www.citygatenetwork.org

2021 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 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 \$324 \$289 \$274	One-sixth page vertical 2.25" x 4.625" One-sixth page horizontal 4.625" x 2.25"	
One-third page 1X 3X 6X \$539 \$484 \$459	One-third page vertical 2.25" x 9.375" One-third page horizontal 4.625" x 4.625"	
One-half page 1X 3X 6X \$734 \$669 \$634	One-half page vertical 4.625" x 7" One-half page horizontal 7" x 4.625"	
Two-thirds page 1X 3X 6X \$954 \$864 \$814	Two-thirds page vertical 4.625" x 9.375"	
Full page 1X 3X 6X \$1,264 \$1,129 \$1,089 Inside Front Cover or Inside Back Cover 1X 3X 6X N/A N/A \$1,439 Back Cover 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. 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.

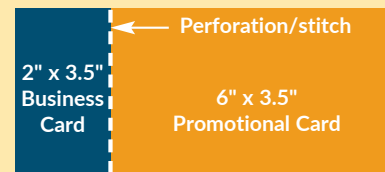
Bleeds

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

NEW 2021 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

Closing Dates

<i>Issue</i>	<i>Reservations Deadline</i>	<i>Materials Deadline</i>
January/February	November 9	November 23
March/April	January 11	January 25
May/June	March 8	March 22
July/August	May 10	May 24
September/October	July 12	July 26
November/December	September 13	September 27

Sending files

If file (or zipped folder) is under 19 MB, email electronic files and PDF proof to: mike@hamescreative.com. For upload instructions for larger files, email Mike Hames at 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 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 2021—is November 9, 2020.

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](#)

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 2021
- March/April 2021
- May/June 2021
- July/August 2021
- September/October 2021
- November/December 2021

- 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 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 _____

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.

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



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