

instigate

SPARKING INNOVATION, STRENGTHENING LEADERS, ADVANCING LIFE TRANSFORMATION

2026 ADVERTISING SPECIFICATIONS

Advertising in *Instigate* positions your business or organization before a highly influential audience of ministry leaders and their teams—the people that shape entire organizations and impact communities. These readers actively seek trusted resources to equip their ministries, strengthen their staff, and extend their reach.

By placing your brand in *Instigate*, you align with a publication that emphasizes integrity, leadership, and innovation—values that resonate deeply across ministry teams. This creates a unique opportunity to build credibility, strengthen relationships, and present your business as a true partner in advancing life transformation.

CONTACT

Sam Edwards

Director of Business Development
Phone: (719) 266-8300, ext.110
Email: sedwards@citygatenetwork.org

Instigate

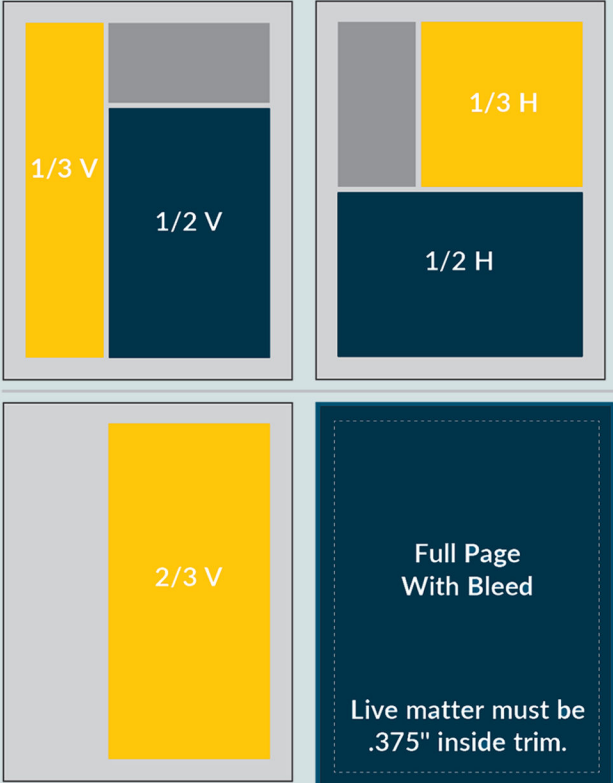
Citygate Network
2153 Chuckwagon Road, Suite 100
Colorado Springs, CO 80919

www.citygatenetwork.org



RATE CARD

2026 RATE CARD

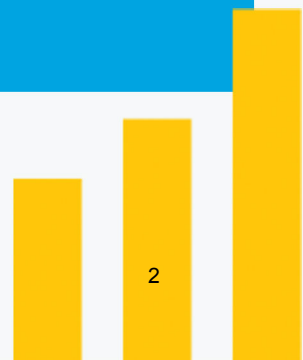
ADVERTISING RATES	AD MEASUREMENTS	PUBLICATION TRIM SIZE 8.375" x 10.875"
ONE-THIRD PAGE 1X \$569 3X \$529 6X \$499	1/3 PAGE VERTICAL 2.25" x 9.375" 1/3 PAGE HORIZONTAL 4.625" x 4.625" <i>Provide artwork at final trim size with no crop marks.</i>	 <p>*We're intentional about how smaller ads are placed, ensuring they stand out. No competitors share the same open page, and layouts are designed to keep your message clear and visible—making these ads an effective option at an accessible price point.</p>
ONE-HALF PAGE 1X \$799 3X \$749 6X \$699	1/2 PAGE VERTICAL 4.625" x 7" 1/2 PAGE HORIZONTAL 7" x 4.625" <i>Provide artwork at final trim size with no crop marks.</i>	
TWO-THIRDS PAGE 1X \$999 3X \$949 6X \$899	2/3 PAGE VERTICAL 4.625" x 9.375" <i>Provide artwork at final trim size with no crop marks.</i>	
FULL PAGE 1X \$1,249 3X \$1,199 6X \$1,149	FULL PAGE WITH BLEED Trim size: 8.3611" x 10.875" Bleed on each side: 0.125" Total with bleeds: 8.4861" x 11.125" <i>Please include bleeds, but no crop marks.</i> <i>Variations in size will not be accepted.</i>	
	Full Page With Bleed Live matter must be .375" inside trim.	

AD ASSISTANCE (OPTIONAL ADD-ON)

Don't have an ad design ready or need some help? We've got you covered. Our creative team offers hourly design services to produce polished, on-brand ads tailored to your needs—whether it's a light refresh of an existing file or a complete layout from scratch.

Ask us about current hourly rates and turnaround times when reserving your space.

Please see the next page for Premium Advertising Opportunities! >>>>>



2026 RATE CARD

PREMIUM ADVERTISING OPPORTUNITIES

Stand out where it matters most. These placements connect your brand directly to trusted content and ensure your message is remembered.

ADVERTISING RATES	AD MEASUREMENTS	PUBLICATION TRIM SIZE 8.375" x 10.875"
OUTSIDE BACK COVER, INSIDE FRONT COVER, OR INSIDE BACK COVER 6X \$1,549	FULL PAGE WITH BLEED Trim size: 8.3611" x 10.875" Bleed on each side: 0.125" Total with bleeds: 8.4861" x 11.125" <i>Please include bleeds, but no crop marks.</i> <i>Variations in size will not be accepted.</i>	<p>Full Page With Bleed</p> <p>Live matter must be .375" inside trim.</p> <p>Full Page With Bleed</p> <p>Live matter must be .375" inside trim.</p>

NEW PLACEMENT OPTIONS

EDITOR'S CORNER

In the front section of the issue, a full-page ad spotlight positioned directly across from the Letter to/from the Editor.

- 1X | 3X | 6X | \$1349

SPOTLIGHT TOOLKIT SPREAD

Each issue features a practical pull-out toolkit resource tied to the issue's theme. Your logo will appear on the front page, with a full-page feature ad on the back—ensuring visibility every time the resource is used.

- 1X | \$1499

DEVOTIONAL OR TESTIMONY

Located in the back third of the magazine, this page highlights ministry impact and personal stories. Your company logo will be featured as the sponsor for the page's content—acknowledged with a 'Underwritten by...' credit.

- 1X | 3X | 6X | \$399

EDITORIAL FEATURE TIE-IN

Contributing as a writer? Upgrade your presence by placing your 1/3 page ad directly alongside your article. *Please note, all editorial features require prior approval from the magazine editor. Please send suggested features to editor@citygatenetwork.org.*

- 1X | \$629
- 3X | \$579

DETAILS & INSTRUCTIONS

PDF SPECIFICATIONS

The preferred file format for ad submissions is an Adobe Acrobat high resolution PDF. Must include fonts.

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.

All ads include four-color process at no additional charge.

SPECIAL PLACEMENT

The Outside Back Cover, Inside Front Cover, and Inside 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 6). Note that the reservations deadline for the January/February issue — and thus for locking in the 6x rate for 2026 — is November 5, 2025.

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.

SENDING FILES

If high resolution PDF is under 20 MB, email it to Lydia Barron at lydia@clayelephantdesign.com. Email Lydia for upload instructions for larger files.

CANCELLATIONS & 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 reservation 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 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.citygatencnwork.org/membership/business/

GUIDELINES

FOR SPECIAL ADVERTISING PLACEMENT IN INSTIGATE MAGAZINE 2026 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.

2026 ISSUE	RESERVATIONS DEADLINE	MATERIALS DEADLINE
JANUARY/FEBRUARY	NOVEMBER 5, 2025	NOVEMBER 19, 2025
MARCH/APRIL	JANUARY 7, 2026	JANUARY 21, 2026
MAY/JUNE	MARCH 4, 2026	MARCH 18, 2026
JULY/AUGUST	MAY 6, 2026	MAY 20, 2025
SEPTEMBER/OCTOBER	JULY 8, 2026	JULY 22, 2026
NOVEMBER/DECEMBER	SEPTEMBER 19, 2026	SEPTEMBER 23, 2026

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 5, 2025.
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 5, 2025), 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, inside back cover, and opposite of the Table of Contents.
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's notification date, November 12, 2025).
9. After ad placement drawings are held each year, any uncontested remaining placements will be awarded on a first come, first served basis.

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@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 2026
- March/April 2026
- May/June 2026
- July/August 2026
- September/October 2026
- November/December 2026
- I plan to submit new materials for each issue (for multiple ads).
- Please pick up my ad from the previous issue (unless otherwise notified by the materials deadline).
- I am interested in using Citygate Network's creative team to help build or refine my ad.

Ad size

- | | |
|--|---|
| <input type="checkbox"/> 1/4 Page-Vertical | <input type="checkbox"/> Outside Back Cover |
| <input type="checkbox"/> 1/3 Page-Vertical | <input type="checkbox"/> Inside Front Cover |
| <input type="checkbox"/> 1/2 Page-Vertical | <input type="checkbox"/> Inside Back Cover |
| <input type="checkbox"/> 1/2 Page-Horizontal | <input type="checkbox"/> Editor's Corner |
| <input type="checkbox"/> 2/3 Page-Vertical | <input type="checkbox"/> Spotlight Toolkit Spread |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Devotional or Testimony |
| | <input type="checkbox"/> Editorial Feature Tie-In |

Please see pages 2-3 for specs, rates, measurements, publication trim size information, and details about submitting your adding electronically.

Special placement desired _____

\$ _____ Rate based on page 2 or 3
 \$ _____ Citygate Network business member discount, if applicable (-10%)
 \$ _____ Net Rate

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 _____