Ministry Leaders are Looking for Trusted Partners



instigate ADVERTISING

Advertising in *Instigate* puts your organization directly in front of influential ministry leaders and their teams—decision-makers who shape organizations and impact communities. They actively seek trusted partners who can equip their ministries, strengthen staff, and expand their reach.

By placing your brand in *Instigate*, you align with a publication known for integrity, leadership, and innovation. It's a powerful way to elevate credibility, build meaningful relationships, and position your organization as a committed partner in life transformation.

If you're ready to reach leaders who are actively looking for solutions, let's secure your spot in the next issue.

Sam Edwards, Director of Business Development

C (719) 659-0180 O (719) 266-8300, ext. 110 EMAIL sedwards@citygatenetwork.org

Instigate | Citygate Network | citygatenetwork.org
2153 Chuckwagon Road, Suite 100 | Colorado Springs, CO 80919

CITYGATE™ NETWORK

instigate 2027 ADVERTISING RATES

Visibility That Drives Influence and Engagement

3 options **OUTSIDE BACK COVER** | **INSIDE FRONT COVER** | **INSIDE BACK COVER** **6X | $1,549**

Elevate Your Brand with Strategic Ad Placements

EDITOR'S CORNER

A **full-page ad** spotlight positioned directly across from the Letter to/from the Editor.

$1,349

TOOLKIT

Every issue offers a themed pull-out toolkit. **Your logo** is featured on the front, and a **full-page ad** on the back ensures ongoing exposure.

$1,499

TESTIFY

This back-section spread showcases ministry impact and personal stories. **Your logo** appears as the sponsor with an "Underwritten by..." acknowledgment.

$399

EDITORIAL TIE-IN

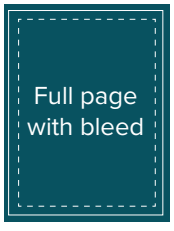
Contributing as a writer? Elevate your impact with a **1/3-page ad** beside your article. All editorial features need editor approval. Submit ideas to editor@citygatenetwork.org.

$629

Standard Ad Placements

FULL PAGE

1X | $1,249
3X | $1,199
6X | $1,149



TWO-THIRDS PAGE

4.625" X 9.375"

1X | $999 ea.
3X | $949 ea.
6X | $899 ea.



ONE-HALF PAGE

7" X 4.625"

1X | $799 ea.
3X | $749 ea.
6X | $699 ea.



ONE-THIRD PAGE

2.25" X 9.375"

1X | $569 ea.
3X | $529 ea.
6X | $499 ea.



ONE-FOURTH PAGE

3.5" X 4.625"

1X | $499 ea.
3X | $449 ea.
6X | $399 ea.



NEED AD ASSISTANCE?
OPTIONAL ADD-ON

No ad design ready or need support? We've got you covered.

Our creative team offers hourly design services to deliver polished, on-brand ads—whether you want a quick refresh or a full layout from scratch. Ask about current rates and turnaround times when reserving your space.

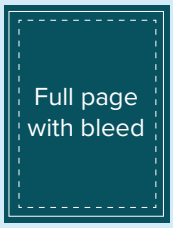
CITYGATE™ NETWORK

instigate 2027 ADVERTISING SPECIFICATIONS

AD OPTIONS

GREATEST IMPACT

FULL PAGE



1X | $1,249
3X | $1,199
6X | $1,149

Additional Sizes



TWO-THIRDS PAGE
1X | $999
3X | $949
6X | $899



ONE-HALF PAGE
1X | $799
3X | $749
6X | $699



ONE-THIRD PAGE
1X | $569
3X | $529
6X | $499



ONE-FOURTH PAGE
1X | $499
3X | $449
6X | $399

SIZE SPECIFICATIONS

8.4861" X 11.125"
include bleeds
no crop marks

Publication trim size
8.3611" x 10.875"
Add .125" on all sides for bleed.

4.625" X 9.375"
provide at trim size
no *crop marks*

7" X 4.625"
provide at trim size
no *crop marks*

2.25" X 9.375"
provide at trim size
no *crop marks*

3.5" X 4.625"
provide at trim size
no *crop marks*

TECH SPECIFICATIONS

Full page only:

Live Matter: all critical information must be .375" inside the trim.

.125" Bleed required on full page only

All Ads:

File type:
High resolution PDF

Fonts: embedded

Color: CMYK or greyscale

Resolution:
300 ppi minimum at 100%

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

We place smaller ads with intention—no competing advertisers on the same open page and layouts designed to keep your message clear, visible, and impactful. It's an effective way to stand out at an accessible price point.

NEED AD ASSISTANCE?
OPTIONAL ADD-ON

No ad design ready or need support? We've got you covered.

Our creative team offers hourly design services to deliver polished, on-brand ads—whether you want a quick refresh or a full layout from scratch. Ask about current rates and turnaround times when reserving your space.

CITYGATE™
NETWORK

instigate 2027 ADVERTISING PLACEMENT GUIDELINES

In the interest of fairness to all Instigate advertisers, we have established the following guidelines for special advertising placement. This includes advertisements placed on the back cover, inside front cover, inside back cover, and across from the table of contents.

2027 Issue	Reservations Deadline	Materials Deadline
January/February	October 12, 2026	November 9, 2026
March/April	December 7, 2026	January 4, 2027
May/June	February 8, 2027	March 8, 2027
July/August	April 5, 2027	May 3, 2027
September/October	May 31, 2027	June 28, 2027
November/December	August 2, 2027	August 30, 2027

1. Advertisers must notify Citygate Network of their interest in special placement in Instigate by completing and submitting the ad placement order form (page 4) by October 12, 2026.
2. Previous ad placement doesn't affect the upcoming year placements.
3. Uncontested placements are granted on the business day following the reservations deadline (October 12, 2026). Placements with multiple interested parties are decided by a drawing.
4. The Ad Placement Drawing (if needed) proceeds as follows: outside back cover, inside front cover, inside back cover, and opposite of the table of contents. Drawing to be held October 13, 2026.
5. Advertisers can indicate interest in multiple placements. If a business gets a placement, it's removed from other level drawings unless there's no other interested party.
6. Advertisers will be notified of the placement drawing results on October 13, 2026.
7. Citygate Network business members will be given priority. If a business member and a non-business member are both interested in the same placement, the business member is awarded that placement without a drawing. Non-business members are awarded a preferred placement only if they are the sole interested party or if only other non-business members are interested. If multiple business members or non-business members want the same placement, a drawing is held.
8. Citygate Network automatically enters advertisers not awarded their desired placement into the drawing for the next available placement unless the business requests otherwise.
9. Uncontested remaining placements will be awarded on a first come, first served basis after the ad placement drawing.

RESERVE YOUR AD SPACE TODAY!

CITYGATE NETWORK

Please complete and submit by email attachment to: **Sam Edwards, Director of Business Development**

C (719) 659-0180 **O** (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 2027
- ☐ March/April 2027
- ☐ May/June 2027
- ☐ July/August 2027
- ☐ September/October 2027
- ☐ November/December 2027

☐ **All 6 issues 2027**

Ad size

- ☐ Full page
- ☐ 2/3 page *vertical*
- ☐ 1/2 page *horizontal*
- ☐ 1/3 page *vertical*
- ☐ 1/4 Page *vertical*

Please see previous pages for rates, specs, deadlines and submission details.

High Visibility & Strategic Placement

- ☐ Outside back cover
- ☐ Inside front cover
- ☐ Inside back cover
- ☐ Editor's corner
- ☐ Toolkit ad plus logo
- ☐ Testify
- ☐ Editorial Feature Tie-In

- ○ 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.

$_____ Rate based on pages 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 ad placements.
- 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 place an advertisement for any cause.
- All advertising must be confirmed by submitting a completed placement 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 ad placement order is issued.

Print name_____ Signature_____

Titile_____ Date_____