

CLASSIFIED ADVERTISING

Monthly rates are based on the number of words. Phone numbers and e-mail addresses count as one word. Typewritten ad copy must be submitted by the last working day of the month, two months preceding the issue date. No text can be taken over the phone. Southern Tidings reserves the right to edit copy for production purposes. All orders and inquiries are directed to the Southern Tidings advertising manager. Cancellations are not accepted after closing date.

Classified advertisements are accepted from members or entities of the Seventh-day Adventist Church.

First-time classified advertisers who are members of the Seventh-day Adventist Church must submit a letter of recommendation from their pastor or conference leadership. Contact information must also be submitted. First-time classified advertisers who are not members of the Adventist Church must submit letters of recommendation from business members of their community or credit bureaus, as well as their contact information.

All advertisements are subject to approval by the Southern Tidings editor, and staff. Editors do not investigate employment opportunities and assume no responsibility for them.

ACCOUNTING POLICY

Payment in full must accompany advertisement(s) for both classified and display advertising. Tear sheets are provided upon request. Checks and money orders are accepted. Make checks payable to Southern Union Conference and mail together with your advertisement and recommendations (if applicable) to: Advertising Representative, Southern Tidings, Southern Union Conference, P.O. Box 923868, Norcross, GA 30010-3868. Classified Advertising Rates are calculated on a per insertion basis in 12 issues.

Southern Union - For ads originating within the Southern Union Conference, the minimum charge is \$40 for 20 words or less, including address; \$45 for anything longer than 20 words, up to 45 words. Add \$1.30 per word beyond 45. Ads may run in successive months as space permits.

Outside the Southern Union - For ads originating outside the Southern Union, the minimum charge is \$50 for 20 words or less, including address; \$55 for anything longer than 20 words, up to 45 words. Add \$1.50 per word beyond 45. Ads may run in successive months as space permits.

Ads must be placed four weeks before the issue date. Word count is based on the spaces between words in normal usage.

DISPLAY ADVERTISING

Space must be reserved a minimum of four weeks ahead of issue date. Display ads must arrive to the advertising representative three weeks prior to the publication date. For rates and deadline information, contact Nathan Zinner. We retain the right to reject an advertisement if it does not meet the standards set forth by the Southern Tidings Committee. Discounts are available for multiple ad bookings.

For more information about advertising in the Southern Tidings magazine, please contact the Southern Tidings advertising representative by email at: advertising@southernunion.com; or 770-408-1800, Ext. 132; Southern Union Conference, P.O. Box 923868, Norcross, GA 30010-3868.

SELF-PROMOTION

The editorial staff of Southern Tidings will avoid self-promotion. Southern Tidings is produced under the auspices of the communication department. It will, therefore, exercise restraint in advancing the department's programs and products or endeavors of personnel in that department. Similarly, products of other Southern Union departments will be promoted only in the form of news or feature stories. Articles which attempt to market a product may be submitted as advertising, or will be considered as an announcement in Calendar, though no price information will be given.

2017 ADVERTISING Kit:



Advertising Manager: **Nathan Zinner**
nzinner@southernunion.com
770.408.1800 ext 132

FREQUENCY: Monthly

RATEBASE: 92,000

The *Southern Tidings* is the 40-48 page, full-color news magazine of the Southern Union Conference of Seventh-day Adventists. With a monthly circulation approaching 100,000, it serves members in the Carolina, Florida, Georgia-Cumberland, Gulf States, Kentucky-Tennessee, Southeastern, South Atlantic, and South Central Conferences. The magazine keeps the church family informed of the progress of the work of the Seventh-day Adventist Church in the Southeast, and provides ideas and inspiration for reaching the community. Through its pages, the *Southern Tidings* also serves as a medium of exchange of ideas and methods; thereby inspiring more effective Christian service.

As a service to our readers, advertising space provides Seventh-day Adventist members, entities, and supporting entities an avenue for direct communication with members of the Southern Union Conference.

Ads must not conflict with the principals of the Seventh-day Adventist Church. *Southern Tidings* reserves the right to accept, reject, or cancel any and all advertisements at its sole discretion.

Rates and specifications are available through our website and are subject to change. See www.southernunion.com/Tidings

MECHANICAL REQUIREMENTS

Images

Use high-resolution images: 300 dpi
Send PDF press ready files only
Avoid scaling images.

Fonts

Always embed all fonts.
Do not allow font substitutions.
Do not use True Type fonts.

Colors

Use only CMYK colors; convert spot colors to process

Ad Sizes

Back Cover	8.25" x 9.125"
Full page, bleed	8.25" x 10.875"
Full page, trimmed	8.00" x 10.625"
1/2 page, vertical	9.625" x 3.375"
1/2 page, horizontal	7.125" x 4.5"
1/4 page	4.5" x 3.375"

Columns per page in advertising section = 3.

Column width = 1.625"

DISPLAY ADVERTISING RATES

FOUR-COLOR

Ad Sizes

Full Page, Back Cover	\$4,100.00
Full Page, Inside	\$3,775.00
Two-Thirds	\$2,850.00
Half Page	\$2,150.00
One-Third Page	\$1,550.00
Quater Page	\$1,225.00
2-8 Sq. Inches	\$70.00/inch

TWO-COLOR

Ad Sizes

Full Page, Inside	\$2,550.00
Two-thirds	\$1,850.00
Half Page	\$1,425.00
One-third Page	\$1,125.00
Quarter Page	\$1,025.00

BLACK & WHITE

Ad Sizes

Full Page, Inside	\$2,150.00
Two-thirds Page	\$1,750.00
Half Page	\$1,225.00
One-third page	\$1,025.00
Quarter	\$925.00
2-8 Sq. Inches	\$50.00/inch

Discounts

6x Frequency	10%
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Submit your display advertisement reservation to
advertising@southernunion.com

2015 ISSUES: RESERVATIONS/ AND COVER FEATURES

January Cover Feature: *Religious Liberty*

Reserve: Monday, December 1, 2014

February Cover Feature: *Disabilities Ministries*

Reserve: Monday, January 5, 2015

March Cover Feature: *Evangelism*

Reserve: Monday, February 2, 2015

April Cover Feature: *Early Childhood*

Reserve: Monday, March 2, 2015

May Cover Feature: *ACS & ADR*

Reserve: Wednesday, April 2, 2015

June Cover Feature: *Southern Union Attorneys*

Reserve: Monday, May 4, 2015

July Cover Feature: *Hispanic Ministries*

Reserve: Monday, June 1, 2015

August Cover Feature: *General Conference*

Reserve: Wednesday, July 1, 2015

September Cover Feature: *Adventist University*

Adventist University of Health Sciences

Reserve: Monday, August 3, 2015

October Cover Feature: *Preserving the History of Your Church*

Reserve: Tuesday, September 1, 2015

November Cover Feature: *Southern Adventist University*

Submit: Thursday, October 1, 2015

December Cover Feature: *Women's Ministries*

Submit: Monday, November 2, 2015

SOUTHERN TIDINGS ADVERTISING POLICY

Voted November 2007

Advertisements in the Southern Tidings are intended to offer Seventh-day Adventist members, entities, and supporting entities an avenue for direct communication with members of the Southern Union Conference. Advertising policy is established by the Southern Tidings Committee, composed of Southern Union Officers and the Southern Tidings editors. The Southern Tidings Committee reserves the right to reject any advertising which does not conform to church standards or the policies spelled out below. General Principles Southern Tidings reserves the right to accept, reject, or cancel any and all advertisements at its sole discretion. Advertisements shall not be deceptive or misleading and will not be accepted if they conflict with the principles of the Seventh-day Adventist Church or other appropriate Southern Union or denominational policies.

The acceptance or appearance of an advertisement in the Southern Tidings does not imply or constitute Southern Union endorsement of the product, service, the advertiser, or claims made for the product or service. It is the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing or sale of the products or services advertised.

Advertisements disparaging a competitor's product or service will not be accepted.

UNACCEPTABLE ADVERTISING:

1. Advertising that conveys ethnic, religious, gender, or age bias or prejudice.
2. Advertising from persons or entities that have suits against the Seventh-day Adventist Church or any of its entities.
3. Advertising that resembles editorial material in content and format.
4. Advertisements for credit, debit, or charge cards, or similar financial instruments
5. Advertising for Insurance Policies

SPECIAL REQUIREMENTS

Companies, individuals, or groups desiring to advertise must comply with the following:

1. All requests must be submitted in writing.
2. Any first time advertising requests must include a copy of the current product/service literature with the original submission.
3. The name and contact information of the official representative must be included with the original submission.
4. The company/individual must be in good financial standing with the Southern Union Conference (no outstanding bills/invoices).
5. Any advertiser submitting an advertisement for all-inclusive travel must also submit the following:
 - a) Copy of USPS permit showing authorization to mail at the USPS non-profit rate
 - b) Statement that the travel arrangement is designed for and mainly promoted to members of the Seventh-day Adventist Church
 - c) Statement that the travel substantially contributes to the purpose of the Seventh-day Adventist Church.

TECHNICAL REQUIREMENTS

The advertisement should clearly identify the advertiser of the product or service offered. Layout and format of advertising copy shall avoid confusion with editorial content and the word "advertisement" may be required to assure clarity.

PROCEDURES

Display Advertising Advertising orders are accepted subject to the terms of the current rate card. A signed insertion order is required prior to ad placement. Final art materials shall be submitted by closing date unless otherwise specified by the Southern Tidings advertising manager. All cancellations must be received in writing prior to insertion order closing date or advertiser will be subject to penalty.

Positioning is at the sole discretion of the publisher and cannot be guaranteed.