

words **4** life

2020

Media Kit





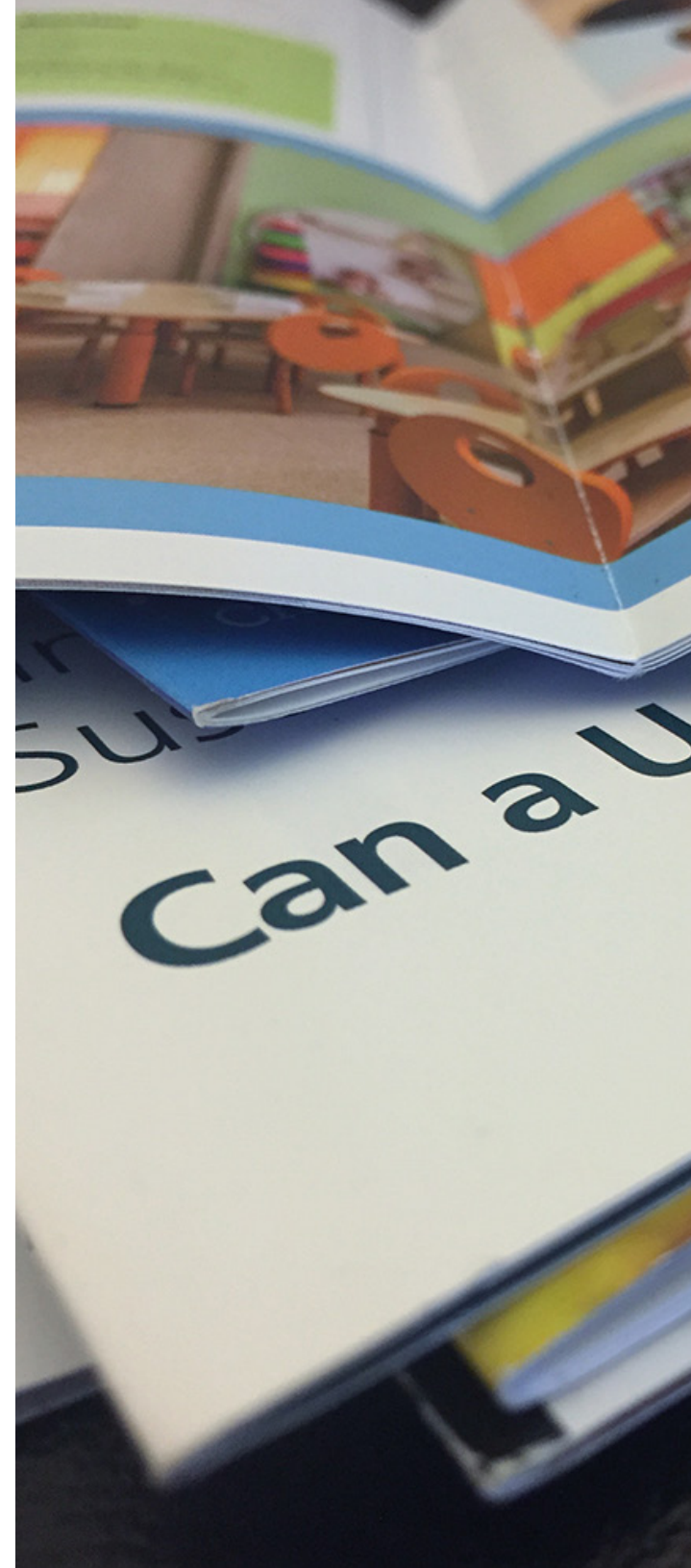
The Only Magazines Dedicated to Growing Pregnancy Centers

Magazines That **Change Lives and Communities**

The magazines we publish are focused completely on telling the incredible stories of every pregnancy center in the country – to their local community. The power of these stories gives hope to others. They change lives. And they change communities.

Every Pregnancy Center Needs One of These Magazines

Can you imagine what would happen if every pregnancy center in the country had their own custom magazine? They can tell their story, show how effective their center is in saving the lives of babies, and appeal to more donors. Not only is this possible, we're making it happen. And you can be a part of it.



Words4Life Audience

Our Magazines Reach a Wide Variety of Demographics Who Are Fiercely Loyal to Pro-Life Businesses

- Wealthy Donors
- Families With Teenagers and Young Children
- Retired Business People
- Doctors and Other Medical Professionals
- Church Goers
- Loyal Pro-Life Supporters



Full Color Premium Ads

Inside Back (Full Page) \$360/K Printed

Back (Full Page) \$400/K Printed

Full Color Display Ads

2-page spread \$550/K Printed

1 page \$310/K Printed

½ page \$180/K Printed

1/3 page \$135/K Printed

¼ page \$110/K Printed

TRIM SIZE: 8.25" x 10.75"

BINDING: Saddle Stitch

PRINTING PROCESS: Web Offset CMYK

FORMATS ACCEPTED: PDF, JPEG, TIFF

Details

- Press Optimized PDF_X1a: 2001 Acrobat 4 (PDF 1.3)
- Flattened TIFFs at 300 ppi resolution
- JPEG at 300 ppi resolution

RESOLUTION: Any artwork under 150 ppi is not acceptable for print quality. Incorrect spot or RGB color will be converted to CMYK at advertiser risk. Words4Life reserves the right to convert any submitted advertisement into a rasterized TIFF to ensure printing quality.

BLEEDS: For FULL PAGE ADS only, the document size should be 8.25" x 10.75" with bleed area extending 0.125" beyond page edge. Keep live matter ¼" from edge (trim).

CROPS: No crop or trim marks necessary.

Art Specs for Print Advertising in Magazines

Ad Size	Width	Height
Full Page	8.25"	10.75"
½ page vertical	3.5"	8.75"
½ page horizontal	7.375"	4.25"
1/3 page vertical	2.25"	8.75"
1/3 page square	4.75"	4.25"
¼ page vertical	2.25"	4.25"

BEFORE YOU SEND, PLEASE DOUBLE CHECK:

- Transparencies (like drop shadows) are set to high resolution
 - » INDESIGN – "Transparency Flattener" setting in the print dialog box
 - » ILLUSTRATOR – Effect > Document Raster Effect Settings > Resolution
- Correct bleeds (0.125") for Full Page ads (no crop or trim marks necessary)
- Spot and RGB colors have been converted to CMYK
- Image resolution is high (300 ppi)
- Overprint attributes are correct (check your .AI and .EPS files for overprint vs. knockout)
- ILLUSTRATOR – Window > Output > Attributes
- Avoid using rich blank

PRODUCTION CONTACT:

For any questions concerning ad specs:

- Kevin Cole
- 770-598-7293
- kevin@stickfiguredesignstudio.com



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