



EQUIP 2011 ADVERTISING SPECIFICATIONS

All advertising will appear in black & white (or grayscale). Your ad is due to the Equip office no later than September 30th along with payment due. If you would like your materials returned, please enclose a self-addressed, postage paid envelope.

AD SIZE SPECIFICATIONS

Half Page - Horizontal7 1/4" w x 4 3/4" h
 Half Page - Vertical3 1/2" w x 9 3/4" h
 Quarter Page3 1/2" w x 4 3/4" h
 Eighth Page3 1/2" w x 2 1/4" h

CAMERA READY REQUIREMENTS

All ads must be provided in the proper size to be considered camera-ready.

Resolution: 300 dpi minimum for all digital files

Color Mode: CMYK or Grayscale
(NO RGB or LAB)

File Types: tif or eps format
native Adobe Photoshop documents
NO jpegs

CONFERENCE GUIDE CIRCULATION

Format: 24 page catalog printed on top grade 80# white gloss paper

Circulation: 9,000 guides

Mailed out to 2600 individuals and 2000 churches in early December. Guides are also placed in area Christian bookstores where requested. (Contact the Equip office to have copies sent to your local Christian bookstores!) An additional 1,500 or more are handed out during the Equip 2010 Christian Worker's Conference.

Geographical Distribution: State of Illinois, eastern Iowa and Missouri, and western Indiana.

AD SIZE	AD LOCATION / COST	
	Inside Cover	Inside Page
Full Page	-----	\$600
Half Page	\$450	\$350
Quarter Page	\$250	\$200
Eighth Page	\$200	\$150

Please detach and return with your ad and payment

Equip 2011 Conference Guide Advertising Agreement

Company Name _____
 Contact Person _____ Phone _____
 Address _____
 City/State/Zip _____

Please circle your selection:

	Inside Cover	Inside Page
Full Page	-----	\$600
Half Page	\$450	\$350
Quarter Page	\$250	\$200
Eighth Page	\$200	\$150

Amount Due: _____

Paying by: Check _____ Credit Card _____

Signature: _____

Date: _____

Credit Card Payment:	___ VISA	___ MC
Card Number:	_____	Expiration: _____
Card Holder's Signature:	_____	

Print-ready file and payment are due no later than September 30, 2010.

Please mail disc with ad, payment, and this advertising agreement to: Equip Ministries • 4100 Brandywine Dr. • Suite 211B • Peoria • IL • 61614