

editorial calendar10

OUTREACH

Circulation:

30,000

Readership:

70,000+

JAN/FEB 10

Ministry Breakthroughs

- "What We Did to Reach People" (What Did and Didn't Work)*
- Easter 2010 - Capturing the Wonder and Reality of the First Easter*
- Mobilizing Members to Invite Friends and Family*
- Planning Now to Follow Up Later*
- The Outreach Interview: Max Lucado*

SPACE DEADLINE: 11/10/09
MATERIALS DEADLINE: 11/30/09
DROP DATE: 12/28/09

MAR/APRIL 10

The Resources Issue

- 7th Annual Outreach Resources of the Year Awards*
- The Resource That Changed My Life*
- A Look at Upcoming 2010 Resources*
- Step-by-Step Ideas for Reaching Your Community*
- An Overall Plan for Outreach in Your Church*

SPACE DEADLINE: 01/06/10
MATERIALS DEADLINE: 01/25/10
DROP DATE: 02/22/10

MAY/JUNE 10

Men's, Women's and Family Outreach

- Best Practices for Men's and Women's Outreach*
- Reaching New Families*
- Special Advertising Section: Family Outreach*

SPACE DEADLINE: 03/04/10
MATERIALS DEADLINE: 03/24/10
DROP DATE: 04/21/10

JULY/AUGUST 10

Small Church Issue

- Small-Church Pastors on Growth and Health*
- Christmas Outreach Planner*
- Rural Church Outreach*
- Special Advertising Section: Church Resources*

SPACE DEADLINE: 05/03/10
MATERIALS DEADLINE: 05/21/10
DROP DATE: 06/18/10

SEPT/OCT 10

Connection & Assimilation

- The 10 Best Connection and Retention Ideas From Churches*
- NOC '10 Program Guide*
- Special Advertising Section: Assimilation and Retention*

SPACE DEADLINE: 06/21/10
MATERIALS DEADLINE: 07/09/10
DROP DATE: 08/06/10

SPECIAL ISSUE 10

The Outreach 100

AMERICA'S LARGEST AND FASTEST-GROWING CHURCHES

SPACE DEADLINE: 07/28/10
MATERIALS DEADLINE: 08/16/10
DROP DATE: 09/14/10

NOV/DEC 10

Global Engagement

- Worldwide Outreach*
- Ideas: VBS and Resource Roundup*
- Special Advertising Section: Missions and Global Ministry*

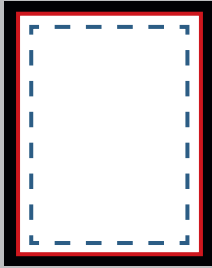
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MATERIALS DEADLINE: 10/05/10
DROP DATE: 11/04/10

JAN/FEB 11

Ministry Breakthroughs - Evangelism and Outreach Annual Report

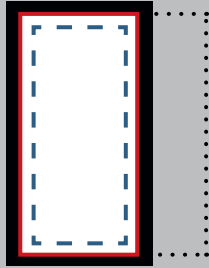
SPACE DEADLINE: 11/05/10
MATERIALS DEADLINE: 11/23/10
DROP DATE: 12/24/10

ad specifications



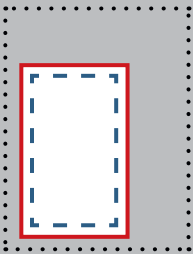
FULL-PAGE

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TRIM 8" x 10.5"
BLEED 8.25" x 10.75"



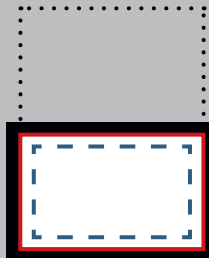
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BLEED 5.375" x 10.75"



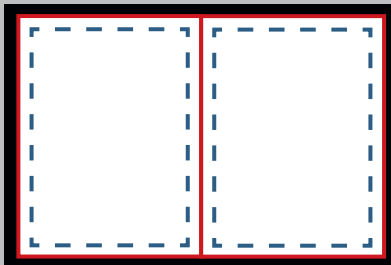
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BLEED None



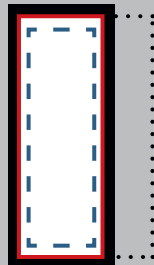
1/2-PAGE HORIZONTAL

LIVE 7.5" x 4.625"
TRIM 8" x 5.125"
BLEED 8.25" x 5.375"



2-PAGE SPREAD

LIVE 7.5" x 10" (on each page)
TRIM 16" x 10.5"
BLEED 16.25" x 10.75"



1/3-PAGE VERTICAL

LIVE 2.75" x 10.5"
TRIM 7.5" x 4.625"
BLEED None

PREMIUM SPECIALTY ADVERTISING

- Post-it Note Placement
- Single / Double Gate Fold
- IdeaTabs Sponsor
- Blow-in Card
- Bind-in Card
- Direct Mail Alternative

Accepted File Formats

1. Press-ready PDFs with all fonts embedded or supplied separately.
2. Packaged Adobe InDesign documents, with all images, links and fonts attached.
3. Layered Adobe Photoshop or Illustrator .PDF, .PSD or .EPS with all fonts outlined, embedded or attached.

Art Retention Policy

All ad materials will be stored for 12 months. After 12 months, materials will be destroyed (*without notification to supplier*), unless advised otherwise.

Proofs

OUTREACH recommends all clients provide a hard copy color proof along with all digital files. Hard proofs are used as the basis for judging ad reproduction. **OUTREACH** will only provide proofs to clients upon request and reserves the right to bill the client for services rendered.

Ad Submission

MAIL: Outreach Media Group
ATTN: Fulfillment Administrator
2230 Oak Ridge Way
Vista, CA 92081

FTP: All layered files should be collected / packaged and .ZIP or .SIT. For FTP site and login, please contact Outreach Media Group or the Production Department.

EMAIL: ads@outreach.com

Contact

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