

editorial purpose

EMQ (Evangelical Missions Quarterly) is published by Evangelism and Missions Information Service of the Billy Graham Center at Wheaton College. EMQ serves the missionary enterprise by:

1. Offering a forum for the exchange of concepts, strategies, and resources.
2. Reporting, analyzing, and interpreting significant trends in missions.
3. Encouraging and assisting readers in their personal and professional growth.

readership and circulation

Rates are based on a quarterly circulation of approximately 5,500 with about half going to 115 countries outside the United States.

Our subscribers include:

- Missionaries
- Mission agency executives
- Mission professors
- Pastors
- Missionary candidates and students
- School/church libraries
- Mission-minded church leaders
- Mission supporters
- Mission board members

Send space reservations and ad materials to:

Advertising Manager
EMQ
P.O. Box 794
Wheaton, IL 60189

Street address:
EMIS
Billy Graham Center
500 College Ave. #300
Wheaton, IL 60187

Phone: 630.752.7158

Fax: 630.752.7155

E-mail: emis@wheaton.edu



advertising
rates & data

mailing list
rates & data

emis

Evangelical Missions
Quarterly is published
by Evangelism and Missions
Information Service (EMIS)
of the Billy Graham Center
at Wheaton College,
Wheaton, Illinois.

advertising rates

Inside pages

(Inside pages b/w only)

Full page \$650

Cover

(Covers available only in 4 color)

Inside front cover. \$1075

Inside back cover. \$1075

Back cover. \$1125

Bind-in card

One color. \$800

Two color. \$900

Four color. \$1200

Mission agency ad directory

—Available to mission agencies only

—1/4 page for full year only (begins with

January issue). \$550

Classified notices

—Per word (minimum 10 words). \$1.20

—For four prepaid issues, the classified notice rate is \$1.00 per word

—Payment must accompany copy

commission and discounts

■ Recognized advertising agencies are eligible for a 15 percent commission on gross billing (not applicable to 1/4 page ads).

■ No commission will be allowed if payment is received more than 60 days from the date of invoice.

■ Payment is due within 30 days of the date of invoice. No cash discount given for early payment.

■ There is no frequency discount.

mechanical specifications

■ Printed offset

■ Perfect binding

■ Inside space one color (black)

■ We accept camera ready artwork and electronic files. Acceptable electronic formats include: pdf, tiff, eps and native file with links and fonts included. Electronic files can be sent by e-mail or on a CD or Zip disk. If sending by e-mail, files must be under 2mb in size. For files over 2mb, we have an FTP site for downloading files—call or e-mail us for instructions.

■ Line screen: 150 lpi

■ Bleeds available (no extra charge)

■ Publication trim size: 5 1/2" x 8 1/2"

■ **Print area:** 4 1/2" x 7 1/2"

■ Bind-in card trim size: 5 1/2" x 4 1/8"

■ Material returned upon request

NOTE: Position of ad at publishers option; expressed preference will be honored when possible.

copy and contract regulations

All copy subject to editorial approval. The publisher reserves the right to change rates without advance notice. Contracts in effect at the time of rate change will be protected for two issues.

closing dates

Issue	Reserve by	Materials due by
January issue	October 15	October 30
April issue	January 15.	January 30
July issue	April 15.	April 30
October issue	July 15	July 30

Mailing lists

Lists available

- EMQ subscribers
- Mission Handbook: US and Canadian Christian Ministries Overseas
- Directory of Schools and Professors of Mission and Evangelism

Use and restrictions

Mailing lists available for "selected" use for information beneficial to our readers. Lists do not contain names of subscribers who asked to be kept confidential. Discretion must be used when mailing to "closed" countries. Signed agreement and sample mailing piece required for approval. Must comply with industry ethics on list use. Not to be used for fundraising.

Quantities*

EMQ: Approx. 5,500 names (US & Overseas)

Mission Handbook: 815 (US & Canada)

Directory: 2,000 professors and mission society members, 270 schools

Rates

EMQ: \$80 per thousand. Minimum order 2,000.

Mission Handbook: \$225 US, \$70 Canada

Directory: \$295 for entire list (schools, professors and mission society members)

Addressing

Four-up cheshire labels no extra charge. Add \$5.00 per thousand for pressure sensitive labels. Add \$5.00 flat fee for disk.

Payment terms

Net 30 days from date labels sent. Standard 20 percent commission to recognized brokers.

For more information on lists, or for guidelines and agreement form, call: 630.752.7158 E-mail: emis@wheaton.edu

*Quantities are approximate.

Name of advertiser _____

Contact person _____

Phone _____

Fax _____

E-mail _____

Address _____

City _____

State _____ Zip _____

Ad agency (if applicable) _____

Contact person _____

Phone _____

Fax _____

E-mail _____

Address _____

City _____

State _____ Zip _____



Evangelism and Missions
Information Service, a division of
the Billy Graham Center, Wheaton, IL

EMOQ

advertising
insertion order form

**I would like to place
an ad in EMQ for:**

Cover (4 color only)

- _____ Inside front cover \$1075
- _____ Inside back cover \$1075
- _____ Back cover \$1125

Inside page

- _____ B&W only \$650

Bind-in card

- _____ One color \$800
- _____ Two color \$900
- _____ Four color \$1200

Mission agency directory

- _____ 1/4 page ad (4x only, begins
with January issue) \$550

**Complete this form
and mail or fax it to:**

EMIS, P.O. Box 794
Wheaton, IL 60189

Phone: 630.752-7158

Fax: 630.752-7155

E-mail: emis@wheaton.edu

