



## Advertising Rates & Requirements

Christian Music Weekly [CMW] is published weekly with issues delivered every Wednesday morning. Banner ads are available on the CMW website at [www.ChristianMusicWeekly.com](http://www.ChristianMusicWeekly.com). All advertising is available on a first come, first served basis. Package pricing is available, but with minor discounts as our basic pricing is meant to be affordable for any/all advertisers.

### PDF Publication Ad Prices

[all measurements in inches]

#### **FULL PAGE (7 1/2 x 10 1/2) \$299**

*Pages fall between 'normal' news/info and chart pages, as requested*

#### **AD STRIPE (7 1/2 x 1 1/2) \$150/front page; \$125/other pages**

*Only one of these available per page*

#### **BOTTOM OR SIDE PAGE (7 1/2 x 2) \$199**

*Only available on news and information pages [not available on front page]*

#### **SIDE BOX (2 1/2 x 1 1/2) \$125/front page; \$99/other pages**

*Chart pages not available in this size*

### CMW Website Banner Ad Prices

#### **BANNER STRIPE (940 x 70 pixels) \$99/month; \$139 premium/month**

*Ads run in tri-rotation throughout the website – top of page, including front/chart pages  
Stripe ads can be purchased for specific pages at the premium upgrade price*

#### **BANNER BOX (364 x 210 pixels) \$79/month; \$109 premium/month**

*Ads run in tri-rotation throughout the website – various locations, including front/chart pages  
Box ads can be purchased for specific pages at the premium upgrade price*

### Requirements

- [1] All artwork must be submitted by the weekly Monday 5pm ET deadline – no exceptions. If late, ad will be dropped and/or resold.
- [2] Please supply print-ready artwork in minimum 300 dpi TIF RGB format or JPEG file, in color or black & white.
- [3] Ads can be put together by CMW, but for an additional charge beyond pricing stated – please ask for details on this service.
- [4] Advertising must be paid within 30 days of date of print (or in advance) or future advertising could be revoked.
- [5] Invoices not paid within 60 days will begin accruing interest and potential collection fees.

### Deadline

All completed artwork – put together by you or CMW must be turned in by **Monday 5pm ET** of print week. Monday holiday deadlines will move to the prior Friday at 5pm CT.