

BOCnews.com

Body *of* Christ NEWS

2007

Through a unique mix of news, profiles, commentary, sermons & entertainment, Body of Christ News provides compelling and trusted access to more than 20,000 influential members of Colorado's African-American community.

MEDIA KIT



DENVER | AURORA | COLORADO SPRINGS

Body of Christ NEWS

SERVING COLORADO'S DYNAMIC AFRICAN-AMERICAN COMMUNITY SINCE 1989

QUICK FACTS

■ News and information for and about the members of the Colorado Black church.

■ Thoughtful and thought-provoking articles by pastors and clergy members.

■ Content of direct and proven interest to targeted readers.

■ 10,000+ copies distributed monthly to select and highly-trafficked locations in Denver, Aurora, Colorado Springs and Pueblo.

■ Calendar of events held by Christian organizations and directed to Christian audiences.

■ Highly educated readership, a large percentage of whom are homeowners with discretionary incomes.

■ Non-profit rates available for 501(c)3 organizations.

■ Design service available to our advertisers.

NEW IN 2007

■ Never miss an issue! Body of Christ News is now available by subscription. Delivery through US Postal Service.

■ Catch up online! BodyofChristNews.com launches in June 2007 with exclusive content including access to back issues, audio and video.

ABOUT US

The Black Church has long been the heart of the African-American community. It remains so today, in both the spiritual and civic sense.

We have served this vibrant community in Colorado for more than 16 years.

Through a unique mix of news, profiles, commentary, sermons & entertainment, Body of Christ News provides compelling and trusted access to more than 20,000 influential members of the state's African-American community.

READERSHIP

Body of Christ News reaches professionals, homeowners and families who are an active part of their communities. More than 65% of our readers hold a college degree, and more than 75% have discretionary income.

CONTENT

Body of Christ News provides a wide range of content of interest to Christians of all backgrounds. While our focus is on news, profiles, sermons and Christ-centered information, we recognize our broader role as a news source for the state's Black community at large.

CIRCULATION

Body of Christ News is distributed monthly to more than 750 locations, including churches, retail establishments, barber shops and salons, restaurants and other key, highly-trafficked points in Denver, Aurora, Boulder, Colorado Springs and Pueblo. Beginning in 2006, Body of Christ News is available through mail subscription.

SPECIFICATIONS

In order to keep our rates as low as possible, Body of Christ News does not build Ad Design Services into our rates. We have, however, negotiated a reasonable standard rate for our clients with an independent design firm. If you choose, you may create your own ad and provide us with "camera ready" artwork. CAMERA READY means you provide on CD or via e-mail an electronic file, properly sized in one of the following formats: PDF, TIFF, JPEG. Your file must be saved at HIGH-, or PRINT-QUALITY RESOLUTION, which means AT LEAST 300 pixels per inch. ALL OTHER FILE TYPES, including hard copy, are subject to additional fees, which may include full design charges. Questions regarding specifications or Ad Design should be directed to Dragonfly MediaLab at 303.901.7854

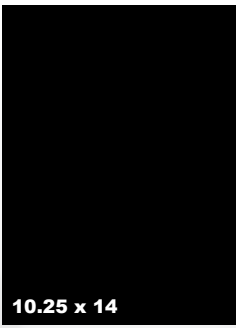
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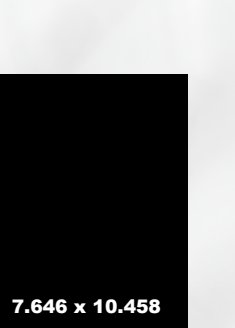
MAIL: 11 Del Mar Circle Aurora, Colorado 80011 **FAX:** 303.344.4608

DISPLAY ADVERTISING




← FULL PAGE
 Open \$1,002
 3-5x \$922
 6-11x \$872
 12x \$701

10.25 x 14




← JUNIOR PAGE
 Open \$902
 3-5x \$830
 6-11x \$785
 12x \$631

7.646 x 10.458

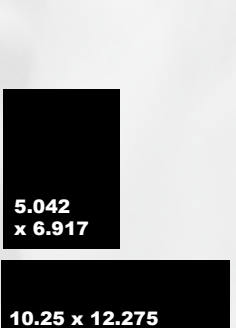


← HALF PAGE
 Open \$581
 3-5x \$535
 6-11x \$506
 12x \$407

10.25 x 6.917



5.042 x 14




5.042 x 6.917

10.25 x 12.275



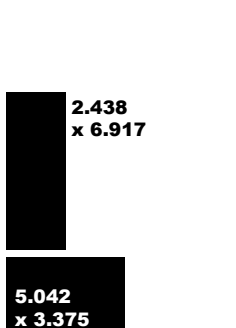
← 1/4th PAGE
 Open \$351
 3-5x \$323
 6-11x \$305
 12x \$246

2.438 x 14



← 1/6th PAGE
 Open \$250
 3-5x \$230
 6-11x \$218
 12x \$175

5.042 x 4.55



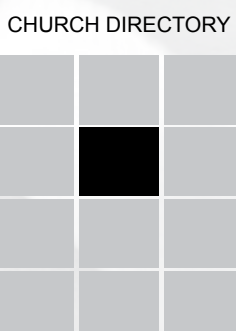
2.438 x 6.917

5.042 x 3.375

← 1/8th PAGE
 Open \$200
 3-5x \$184
 6-11x \$174
 12x \$140

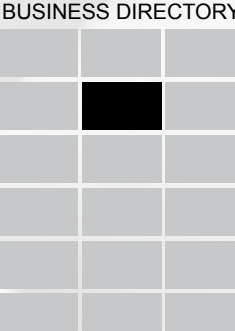
SPECIALTY ADVERTISING

CHURCH DIRECTORY



← CHURCH DIRECTORY
 \$50 Flat Rate
 Billed Quarterlyly

BUSINESS DIRECTORY



← BUSINESS DIRECTORY
 \$65 Flat Rate
 Billed Quarterlyly

HEADLINE FOR LINERS!

This is text type for Liner advertisements. Headlines can be in ALL CAPS, or Sentence Case. Call this number: 123-456-7890

Headline for liners!

This is text type for Liner advertisements. Headlines can be in ALL CAPS, or Sentence Case. Call this number: 123-456-7890

- ← LINERS**
- ✓ \$12 for 3-line ad, sentence case headline.
 - ✓ \$15 for 3-line ad, ALL CAPS headline.
 - ✓ \$3 each additional line.
 - ✓ LINERS available Quarterly Only!

COLOR / PLACEMENT

CMYK: FULL PAGE \$200; 1/2 PAGE \$100; 1/4 PAGE \$50
 POSITION: BACK +30%; Pg 2 +20%; Pg 3 +25%; FF +15%

BOCNEWS.COM

- MAIN BANNER : 486px by 60px = \$75
- SECONDARY BANNER : 210px by 60px = \$35
- SIDE LOGO : 160px by 60px = \$25
- SIDE BOX : 160px by 160px = \$45
- SIDE DOUBLE : 160px by 300px = \$75
- SIDE TOWER : 160px by 600px = \$125

- All ad slots on BOCNews.com are sold on a monthly basis.
- Each slot is 1 of 3 in rotation on all site pages.
- You may purchase multiple slots.
- You may submit your own, properly sized GIF or JPEG.
- We can create a GIF or JPEG for you. Call for Design Rates.

THE SMALL PRINT

DEADLINES: Deadline to reserve space and submit advertisements is 5 p.m. on the 22nd of each month. If the 22nd falls on a weekend, the deadline is the Friday prior.

TERMS: All advertisements must be paid in full with insertion order unless prior credit has been established or other payment arrangements have been made with the publisher.

ADVANCE PAYMENT: A 5% discount may be taken with advance payment of entire contract, but only in the case of multiple-month contracts.

RESTRICTIONS: The publisher reserves the right to limit, withhold or reject any advertisement with no assumption of liability.

LATE CHARGES: Late space reservations or materials received after deadline are subject to a 25% charge.

ERRORS AND OMISSIONS: Compensation for errors made by the publisher and its agents can be compensated in additional space only. Publisher assumes no responsibility for errors made by advertiser or advertiser's agents.

CONTRACT RATES: Contract discounts are given based on advertiser's commitment to run the minimum number of advertisements and on the dates specified in the original contract. In the even the advertiser does not meet its obligation under this contract, publisher will bill advertiser at appropriate rate based on the number of ads published.

COMMISSIONS: Publisher does NOT offer agency commissions.

POLITICAL ADS: All political ads must be paid in full at time of space reservation.

AD DESIGN / PRE-PRESS SERVICES

Body of Christ News contracts with an independent design firm for our clients who require advertising design. We have negotiated a very reasonable bulk rate for these services. All charges for Ad Design Services must be paid in full at time of payment for ad space. Rates are as follows:

AD DESIGN

Directory	\$20
1/8	\$25
1/6	\$35
1/4	\$45
1/2	\$75
Jr.	\$75
Full	\$150

ADDITIONAL CHARGES

Color, add \$25
More than 3 pieces
of artwork, add \$25

design questions: 303.901.7854

PRE-PRESS

Camera-Ready Ads – NO CHARGE

Ads are considered ready for publication when received complete, properly sized and saved at AT LEAST 300 ppi in one of the following formats:
JPG, TIF or PDF

File-Conversion – \$20

Ads in ANY FORMAT other than those specified above are subject to this file-conversion fee. This includes ALL Word, PowerPoint and Publisher files.)

Scanning – \$15

Includes all "hard-copy" ads, or ads turned in on paper, or pictures for inclusion in ads. Ads not ready for publication after scanning are subject to normal design rates.

Changes, Updates – \$10

Simple updates or changes to existing ads.

ALL OTHER AD MATERIAL

is subject to normal Ad Design charges.



DRAGONFLY
MediaLab