

# Ad sizes, Demographics and Contact Info

Volume incentives are available, and recommended.  
Contact one of our account managers for rates and assistance in progressive advertising strategies.

“Advertising in your paper has been a good move for our business and we have been more than happy with the results.”

Barbara Rotar  
Golden Triangle Signs

All measurements are width by height in inches.

\* Various sizes available. See page 8.

\*\* Tags are full colour.

Other sizes, including banners, are available upon request. Contact your account manager for more details.

ChristianWeek design services are available upon request.

Full colour (minimum 1/12)  
1/12 - 1/8 = add 30 per cent,  
1/6 to full page = add 25 per cent  
Colour is subject to availability.

Ad size	Vertical	Horizontal	Career Forum see page 9
Double Page	N/A	15 x 9.72	N/A
Full page	7 x 9.72	N/A	N/A
1/2 page	3.43 x 9.72	7 x 4.86	N/A
1/3 page	3.43 x 6.6	5.21 x 4.375	3.43 x 6.6
1/4 page	3.43 x 5	5.21 x 3.26	3.43 x 5
1/6 page	3.43 x 3.33	5.21 x 2.01	3.43 x 3.33
1/8 page	1.65 x 5.14	3.43 x 2.5	3.43 x 2.5
1/12 page	1.65 x 3.47	3.43 x 1.67	3.43 x 1.67
1/16 page	1.65 x 2.57	3.43 x 1.25	3.43 x 1.25
National Bottom cover tag**	N/A	5.21 x 1.25	N/A
Top cover tag**	N/A	1.65 x 1.04	N/A
Regional bottom cover tag**	N/A	2.29 x 1.25	N/A
Spotlight on Mission / Education with Purpose / Business with Vision*	N/A	N/A	N/A

## ChristianWeek's a Winner

Best News-writing, Best reporting, Best interview article, Best column

— Awarded by the Fellowship of Christian newspapers

*"Informative and intelligent"*

*"Strong, varied writing with numerous voices"*

## What type of reader reads ChristianWeek?

The following data is based on an August 2008 National Christian Survey that ChristianWeek took part in:

- Female 57%, Male 43%
- Readership: 14% CEO, Owner
- Post secondary education: 78%
- Married: 75%
- Top hobbies: Bible study, Reading, Music, Movies, Travel
- Church attendance: 90% 1x per week or more
- Regular online purchases: 64%
- Home owners: 78%
- 2 or more vacations/yr: 43%

Print editions are available for your communication needs in Canada including National, Regional and Local targets.

Contact your account manager today to assist you.

## ACCOUNT MANAGERS



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