

## ADVERTISING OFFICE

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## BUSINESS OFFICE

David Dobson  
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## PUBLICATION DATES & DEADLINES

Issue	Reservation	Material
April	January 4	January 12
July	April 1	April 12
October	July 1	July 12
January '11	October 1	October 12

## ADVERTISING RATES

One Page \$650  
Half Page \$450  
Cover 2 (includes 4-color) \$800  
Cover 3 (includes 4-color) \$750  
Cover 4 (includes 4-color) \$850

*Established in 1944, Theology Today has become one of the most influential and widely circulated religious publications in the United States. Its articles, features, and reviews focus on current trends in religious and theological thought, framing ideas in the context of contemporary social challenges.*

## DISCOUNTS & TERMS

Agency commission 15% to recognized advertising agencies, provided payment is received within 30 days of invoice date.  
10% discount for four ads within a contract year.

## MECHANICAL AND PRODUCTION REQUIREMENTS

Full Page ad size: 4-3/8" x 7-5/8"  
Half Page horizontal ad size: 4-3/8" x 3-5/8"  
Bleeds on Covers only. Trim size 6" x 9". Bleed size 6-1/4" x 9-1/4"  
Production requirements: PDF files required. Please inquire about other formats.  
Additional charge for ad set up. Please inquire for rates.  
Color only on covers 2, 3 and 4.  
Printed by offset. Perfect binding. Vellum stock finish. 133 line screen.

## EDITORIAL AND CIRCULATION

Mailed two weeks prior to month of publication.  
National and international circulation approximately 3,000; latest mailing figures available on request.  
Basic Subscription Rate: \$32.00

## LIST RENTAL AND EXCHANGE

Call: 516-674-8603 or email: charles@rothadvertising.com