



JPMCI ~ NEWSLETTER DEPT.

VISION OF EXCELLENCE CONNECTION

4055 NW 183rd Street ~ Miami, FL 33055-2830

(305) 625-9630 ~ office (305) 625-6224 ~ fax

www.jesuspeoplemiami.org

APPLICATION AND QUALIFICATIONS

- ◆ Advertising applications must be submitted to the Public Relations Office at pr@jesuspeoplemiami.com at least 6 weeks prior to the publication date.
- ◆ The publisher reserves the right to accept, classify, cancel, edit, or reject any advertiser and/or advertising copy.
- ◆ The publisher reserves the right to place the word "Advertisement" on any ad.
- ◆ Advertisements are on a first-come, first-served basis and subject to availability and ad size.
- ◆ JPMCI Member Advertising: JPMCI Members who wish to advertise their business must meet the following qualifications:
 - Be a JPMCI member in good standing
 - Have been in business at least 1 year
 - No customer complaints listed with the Better Business Bureau

ADVERTISING SUBMISSION DEADLINES

- ◆ Advertising applications must be submitted at least 6 weeks prior to the publication date.
- ◆ Display ads: at least 4 weeks prior to publication date.
- ◆ Classified ads: at least 3 weeks prior to publication date.
- ◆ Changes to existing ads under contract: at least 2 weeks prior to publication date.

LAYOUT/DESIGN SERVICES

- ◆ Graphic design services are available upon request through pr@jesuspeoplemiami.com.
- ◆ All design work must be finalized at least 4 weeks prior to publication date.
- ◆ Approvals must be provided **within 72 hours** of design submission. Once the advertiser approves the ad, design fees are non-refundable.
- ◆ Ad design is available upon request; fees vary according to size. Please see the table below.

Ad Size	Design Fee
Full Page	\$50
1/2 Page	\$45
1/3 Page	\$35
1/4 Page	\$30

EMAIL

- ◆ Digital files may be emailed to pr@jesuspeoplemiami.com. Please include your company name in the subject line.

COLOR ADS

- ◆ Full-color is standard for all ads, regardless of size.

ARTWORK

- ◆ All camera-ready artwork must be built to the exact dimensions specified.
- ◆ Faxed or printed artwork will not be accepted for use in final ad copy.

ACCEPTED FORMATS

- ◆ Accepted Program File Formats: QuarkXpress, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat
- ◆ High-Resolution Electronic Formats (300dpi): PDF, TIF, JPEG, BMP OR EPS
- ◆ Macintosh files with embedded fonts.
- ◆ Removable media: USB Drive or CD.

PAYMENT

- ◆ All checks for payment should be made out to JPMCI ("Jesus People Ministries Church International").
- ◆ Advertisers placing in 1 - 5 issues must pre-pay (4 weeks prior to publication of first issue) in full for all advertisements.
- ◆ Advertisers that contract 6 or more issues are required to prepay for 3 issues upon submitted contract and will be billed for the remaining 3 issues.
- ◆ Advertiser invoices will be mailed to the provided business address prior to print date with payment due by the end of the said month.
- ◆ The publisher reserves the right to cancel any past due account without prior written notice. Should your advertising be cancelled, all placements will immediately cease and a Notice of Cancellation will be sent to the advertiser.

CANCELLATIONS

- ◆ Advertisers who cancel a specially priced Multi-Issue contract will be re-billed at the open rate or at the discounted rate based upon the number of issues the ad printed.

POLICIES

- ◆ The publisher reserves the right to accept, classify, cancel, edit, or reject any advertiser and/or advertising copy and to place the word "Advertisement" on any ad.
- ◆ Ads that are deemed inappropriate by the *Vision of Excellence Connection* will not be accepted or placed.
- ◆ To ensure accuracy of ad information, an ad proof will be provided to the advertiser and must be approved at least 2 weeks prior to publication date.
- ◆ All fees and costs associated with advertising must be paid in full two weeks **prior** to the publication date. This includes the time required for check processing. Failure to do so will result in the ad(s) being pulled from the final product.
- ◆ Personal checks will **not** be accepted as a form of payment for advertising.
- ◆ Ad placement may change based on space available. Advertisers will be notified in the event of placement change.
- ◆ Advertisers and agencies are responsible, without limitation, for any and all claims made thereof against Jesus People Ministries Church International, *Vision of Excellence Connection*, its officers or staff as a result of an advertisement placed on their behalf. Liability for error shall not exceed the cost of that portion of the space occupied by such error.
- ◆ The publisher and/or JPMCI shall not be liable for any indirect or subsequent damage due to loss of business or profits for failure to publish an ad on the desired date.

GENERAL ADVERTISING QUESTIONS

- ◆ For advertising information please email Richelle Wright at pr@jesuspeplemiami.com.

READER DEMOGRAPHICS

- ◆ 52% of our readers are married
- ◆ 66% of our readers are women
- ◆ 57% of our readers are between the age of 25-45
- ◆ 38% of our readers have 2 or more children living in their household
- ◆ 57% of our readers are homeowners
- ◆ 24% of our readers are business owners

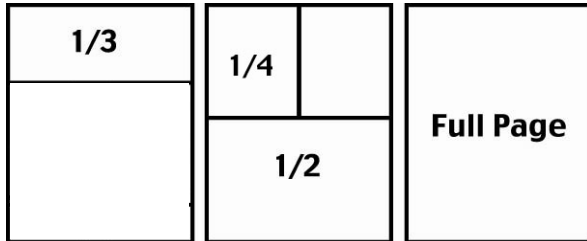
AD DESIGN ASSISTANCE

- ◆ Advertising design assistance is available through pr@jesuspeoplemiami.com. Design rates based on ad size are listed below.

Ad Size	Design Fee
Full Page	\$50
1/2 Page	\$45
1/3 Page	\$35
1/4 Page	\$30

ADVERTISING SIZES:

Ad Size	Trim Size	Live Area	Bleed Size
Full Page	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
1/2 Page	7.5" x 5"		
1/3 Page	7.5" x 3"		
1/4 Page	3.75" X 5"		



COSTS

Ad Size	1 Issue	3 Issues	6 Issues	9 Issues	12 Issues	Design Fee
	Full Price	-5%	-10%	-15%	-20%	G&J
Full Page	\$ 275	\$ 784	\$ 1,485	\$ 2,104	\$ 2,640	\$ 50
1/2 Page	\$ 195	\$ 556	\$ 1,053	\$ 1,492	\$ 1,872	\$ 45
1/3 Page	\$ 150	\$ 428	\$ 810	\$ 1,148	\$ 1,440	\$ 35
1/4 Page	\$ 140	\$ 399	\$ 756	\$ 1,071	\$ 1,344	\$ 30

- ◆ All ads are Full-color
- ◆ Display ad deadline is 4 weeks prior to publication date. All ads must be paid for in full prior to printing.
- ◆ Florida State taxes (6%) **not** included in prices above. Taxes subject to change without prior written notice.