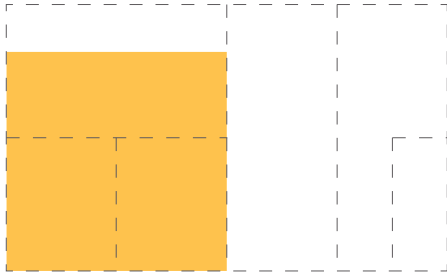


OUTLOOK 2018 MEDIA KIT

PRINT DISPLAY ADVERTISING

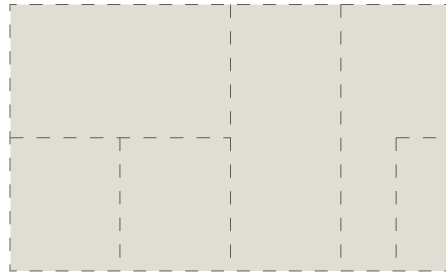


BACK COVER

NO BLEED: 7.5 x 8.88"

W/ BLEED: 8.25 x 9.38"

TRIM: 8.25 x 10.625" (top 1.5" for mailing label)

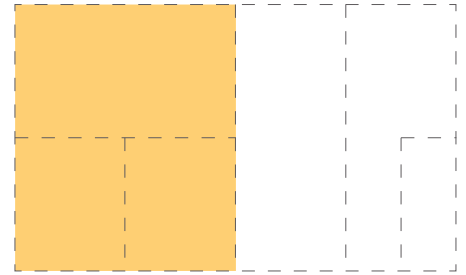


TWO-PAGE SPREAD

NO BLEED: 15 x 9.19"

W/ BLEED: 16.25 x 10.89"

TRIM: 16 x 10.625"

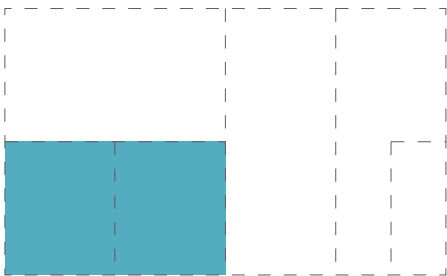


SINGLE PAGE

NO BLEED: 7 x 9.19"

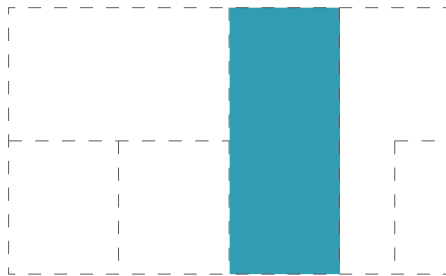
W/ BLEED: 8.25 x 10.88"

TRIM: 8 x 10.625"



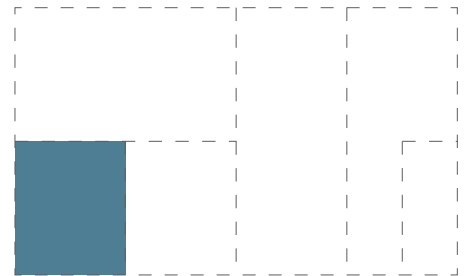
1/2 PAGE HORIZONTAL

7 x 4.53"



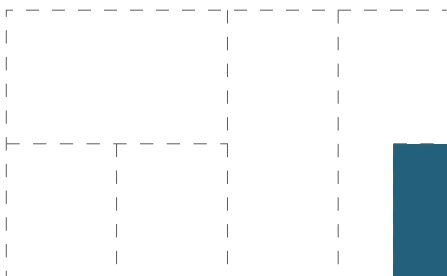
1/2 PAGE VERTICAL

3.44 x 9.19"



1/4 PAGE

3.44 x 4.53"



1/2 COLUMN

1.66 x 4.53"

SPACES AVAILABLE ABOVE

Please create/submit your ad per the specifications above. Any submissions not meeting these specifications may be returned for correction or resized as needed.

2018 PRINT RATES*

	\$/1x
Back Cover	2,500
Two-Page Spread	3,650
Single Page	1,825
1/2 Page Horizontal	1,150
1/2 Page Vertical	1,150
1/4 Page	580
1/2 Column	255

EFFECTIVE: Nov 2016

RATE BASE: 28,000

FREQUENCY: 10 issues

OUTLOOK 2018 MEDIA KIT

PRINT DISPLAY ADVERTISING

2018 ISSUE THEMES DEADLINES

JANUARY Exploring What Helps and What Doesn't 11/20

FEBRUARY Learning from Students' Perspectives 12/18

MARCH Emphasizing the Work of Chaplains 1/22

APRIL Focusing on the Role of Singles 2/20

MAY Befriending Our New Neighbors 3/26

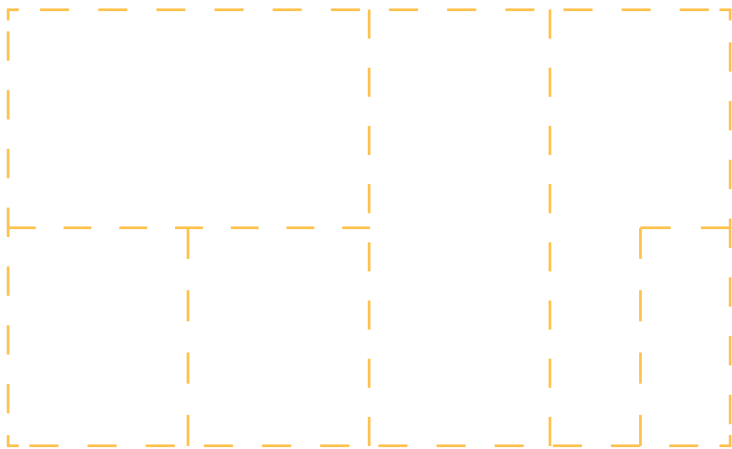
JUNE Connecting with Communities and Discipling Members 4/23

JULY/AUG Studying Adventist K-12 Schools 5/21

SEPTEMBER Supporting Health Initiatives 7/23

OCTOBER Spotlighting Adventist Health System 8/20

NOV/DEC Highlighting Union College 9/24



LAYOUT:

- Build document to match desired ad space (size, orientation, bleed, etc.).
- Do not allow crop marks (if applicable) to encroach upon the trim or bleed areas.
- Keep all text and other non-bleed items at least 1/4" from trim and gutter.

IMAGES:

- Use vector or high resolution images only (at least 300 dpi at print size).
- Images should not have ICC profiles embedded.

COLORS:

- Only use CMYK colors (no RGB or LAB). Convert spot colors to process.

FONTS:

- Embed all fonts or convert to outline.
- Do not allow font substitutions.

ADVERTISING MANAGER

Brennan Hallock
brennan@outlookmag.org
402.484.3028

TO SUBMIT YOUR AD

Please submit your display ad online at outlookmag.org/advertise. For your convenience, you can **pay online or mail a check to:**

OUTLOOK
PO Box 6128
Lincoln, NE 68506

OUTLOOK 2018 MEDIA KIT

CLASSIFIED ADVERTISING

Examples of ads from previous runs. Ads may be submitted under the following categories: services, employment, travel/rentals, for sale, events and notices. >>

Highlight your ad for \$10 more >>

2018 CLASSIFIED RATES

Print/online (1-50 words)	\$45*
Print/online (51-70 words)	\$60*
Highlight your print ad	\$10
Online only (1-50 words)	\$10
Online only (51-70 words)	\$15

**Subtract \$10 if ad originates inside the Mid-America Union*

EFFECTIVE: Nov 2016

RATE BASE: 28,000

FREQUENCY: 10 issues

SERVICES

Black Hills Lifestyle Medicine Center invites you to experience health recovery and rest surrounded by the quiet, serene beauty of the Black Hills of South Dakota. Call 605.255.4101 to get started and visit www.bhlmc.org for further information.

Move with an award-winning agency. Apex Moving & Storage partners with the General Conference to provide quality moves at a discounted rate. Call us for all your relocation needs! Adventist beliefs uncompromised. Contact Marcy Danté at 800.766.1902 for a free estimate. Visit us at www.apexmoving.com/Adventist.

Wellness Secrets' five-day health retreat could be the most affordable, beneficial and spiritual vacation you've ever experienced! Get help for hypertension, high cholesterol, arthritis, cancer, obesity, depression, stress, smoking and other ailments in beautiful northwest Arkansas. Visit us at WellnessSecrets4u.com or call 479.752.8555.

The Wildwood Lifestyle Center can help you naturally treat and reverse diseases such as diabetes, heart disease, hypertension, obesity, arthritis, osteoporosis, fibromyalgia, lupus, multiple sclerosis, chronic fatigue, cancer, substance abuse, stress, anxiety, depression and many more. Invest in your health and call 1.800.634.9355 for more information or visit www.wildwoodhealth.org/lifestyle.

EMPLOYMENT

Andrews University seeks a faculty member to teach fulltime in Department of Communication. Qualified person should have a PhD/doctorate in Communication, Journalism, Public Relations, or related subfield with significant teaching experience. For more information and to apply, visit www.andrews.edu/admres/jobs/show/faculty#job_2.

Announcing: Executive Director opening for Adventist Heritage Ministry. Full-time salaried position, including benefits; located at Ellen White Estate office, Silver Spring, Maryland. For information, job description, or to submit resume, contact James Nix, Ellen White Estate: nixj@gc.adventist.org. Application deadline: March 31, 2015.

Biology Department at Southwestern Adventist University is seeking qualified applicant (PhD preferred). Primary emphasis in paleontology and zoology; ability to teach introductory geology, microbiology and/or bioinformatics desirable. The successful candidate will be supportive of literal creationism. Send cover letter and CV to Schwarz.arthur@swau.edu. Position open until filled.

TRAVEL/RENTALS

Steamboat Springs, CO: Exhilarating year-round vacation spot. World-class skiing, summer fishing, hiking, mountain biking, backpacking, rafting. Kids under 12 ski free. Large condo, sleeps 9-11. Two bedroom loft/two bath. Fully furnished, fireplace, hot tubs, pool. Call 763.506.0436. Email: rdleach@aol.com.

FOR SALE

Looking to locate near Union College? Family-sized home with 4-6 bedrooms, 2.75 bathrooms, double lot with fenced garden, beautiful kitchen, 1.5 stall garage. Appraised at \$195,000 before finishing room in basement. Could easily be converted to duplex. Make an offer. May consider trade for home in country. Call Leland: 402.770.7015.

EVENTS

La Sierra Academy Alumni Reunion, April 24-25, 2015. Registration: Friday at 9:30 am, on campus. Friday evening reception: 7 pm. Sabbath worship: 10 am. Class reunions TBA. Honor Classes: '55, '65, '75, '85, '90, '95, '05. Info: visit www.lsak12.com, email JNelson@lsak12.com, or call 951.351.1445 x244.

SEEDS St. Louis: Spirit-led Harvest Impact, January 23-24 at the St. Louis Central SDA Church, 5 N. Skinker Blvd in St. Louis, Missouri. This vital training event is for anyone interested in learning how to plant a church.

Union College Homecoming April 2-5. Honor classes are 1945, 1955, 1960, 1965, 1975, 1985, 1990, 1995 and 2005. Special tribute to business and computer faculty and graduates as well as a Gymnares reunion. For more information, contact the alumni office at 402.486.2503, 3800 S 48th St, Lincoln, NE 68506, or alumni@ucollege.edu.

Sheyenne River Academy/Dakota Adventist Academy Alumni Weekend, October 3-4 at DAA, 15905 Sheyenne Circle, Bismarck, ND. Come and renew your friendships! Honor Classes: '40, '45, '50, '55, '60, '65, '75, '85, '90, '95, '00, '05, '10. More info: www.bit.ly/DAA-AlumWknd14, 701.258.9000 x236.

NOTICES

Mission opportunity for Sabbath School groups, families or individuals! ACI (Adventist Child India) coordinates sponsors for Adventist children in India to attend school. \$420 (\$35/mo) will provide tuition, lodging, food, books, clothing and medical for a child for one year. Visit www.acichild.com for more info or contact Charlene Binder at rdbinder42@gmail.com.

OUTLOOK 2018 MEDIA KIT

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Also, check out **OUTLOOK's full color print and digital display ad options.**
outlookmag.org/advertise

ADVERTISING MANAGER

Brennan Hallock
brennan@outlookmag.org
402.484.3028

TO SUBMIT YOUR AD

Please submit your classified ad online at outlookmag.org/advertise. For your convenience, you can pay online via **PayPal** or **mail a check to:**

OUTLOOK
PO Box 6128
Lincoln, NE 68506

POLICIES:

- First-time advertisements from organizations not operated by the Seventh-day Adventist Church must be accompanied by a letter of recommendation from a pastor, elder or conference official (may be emailed) stating that the service/business being advertised is legitimate. Accepted ads do not necessarily constitute endorsement/recommendation from OUTLOOK or the Mid-America Union.
- OUTLOOK reserves the right to refuse any advertisement or to edit ads to conform to our style guide. We assume no responsibility for typographical errors present in ads, as submitted.
- Notices of church/school related events are printed in classified section at no cost as space allows. Placement is not guaranteed unless the notice is purchased.
- Submitting an advertisement constitutes acceptance of our Advertising Terms and Conditions.

OUTLOOK 2018 MEDIA KIT

ONLINE ADVERTISING

Example of website with
online ads in yellow.



OUTLOOK



SPACES AVAILABLE

Please create/submit your ad per the specifications below. Any submissions not meeting these specifications may be returned for correction or resized as needed.

2018 ONLINE RATES

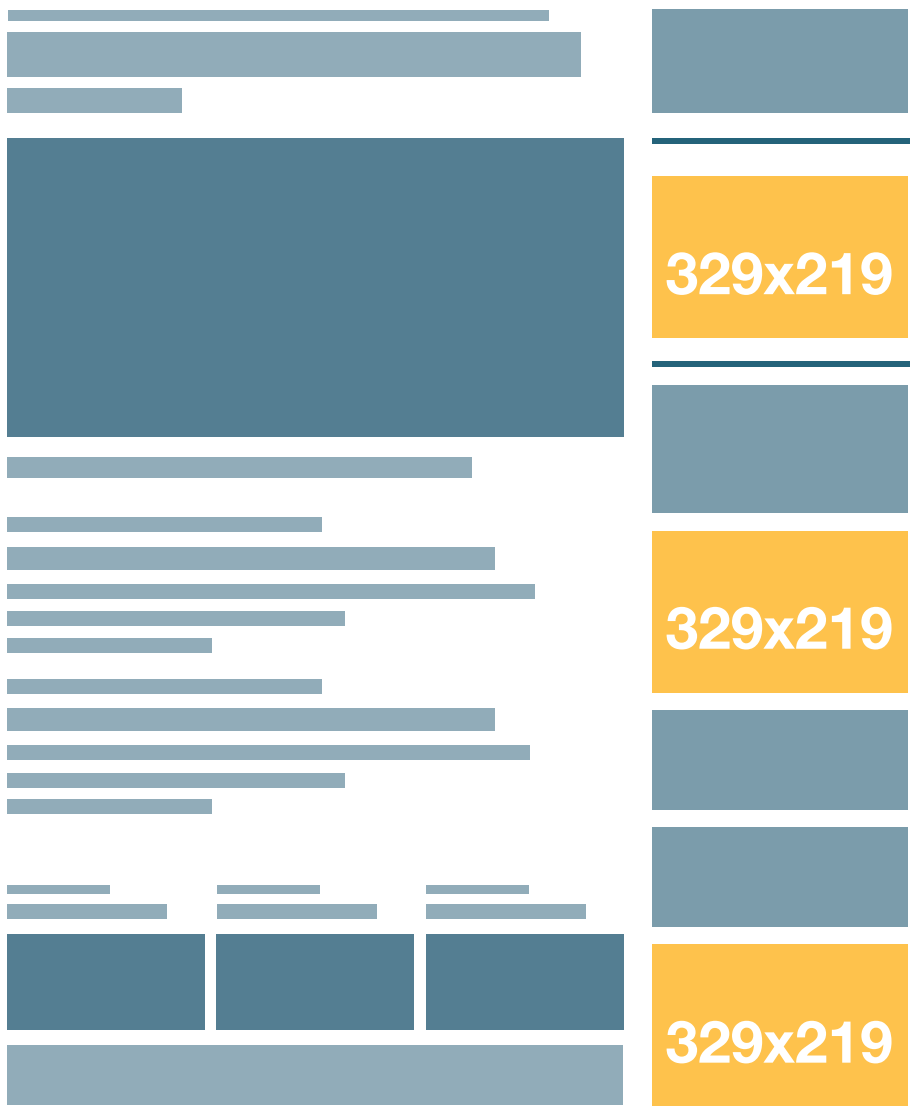
\$/mo*

Homepage Top Right (329x329)	30
Homepage Lower Right (329x329)	25
Story Pages/Various Other (329x219)	40

**Save \$10/month by sharing your ad space on a rotating basis with up to two other advertisers. Space is sold on a first-come-first-serve basis.*

OUTLOOK 2018 MEDIA KIT

ONLINE ADVERTISING



POLICIES:

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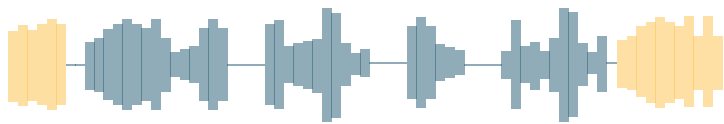
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Lincoln, NE 68506

Submitting an ad constitutes acceptance of OUTLOOK's Advertising Terms and Conditions. More information available at outlookmag.org/advertise. Advertising packages and other discounts may be available—contact Advertising Manager for details.

OUTLOOK 2018 MEDIA KIT

OTHER ADVERTISING



15-30 seconds at beginning or end of podcast.

SPACES AVAILABLE

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2018 CONTENT AD RATES

Information Sheet for 250 Word Article	\$60
Completed Copy 250 Word Article	\$50
Information Sheet for 500 Word Article	\$85
Information Sheet for 500 Word Article	\$75

2018 PODCAST AD RATES

15 Seconds at Beginning	\$30
30 Seconds at Beginning	\$45
15 Seconds at End	\$20
30 Seconds at End	\$35

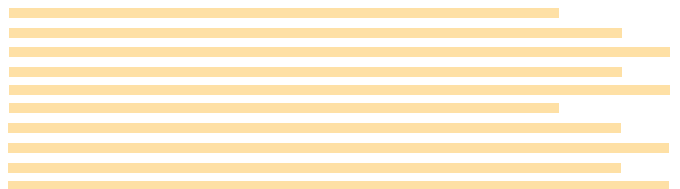
Example of content advertising on OUTLOOKmag.org.

OUTLOOK



FEATURE STORIES

EACH ONE CAN REACH ONE



OUTLOOK 2018 MEDIA KIT

OTHER ADVERTISING

CONTENT ADS

- Content ads are included on OUTLOOKmag.org and may be stories or articles that promote your event, business or organization.
- Content must conform to OUTLOOK's standards and only promote viewpoints and ideas in line with the Seventh-day Adventist Church.

PODCAST ADS

- Podcast advertisements must be a written script that will be read by the podcast narrator.
- The purchase of one podcast advertisement guarantees one podcast episode. Approximately 1-2 podcast episodes are made per month.

POLICIES:

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