



## 2012 Ad Rate Card

**“Salvo is setting the pace for intelligent discussion and Christian cultural engagement today.”**

Mark Brumley President, Ignatius Press

**“I recommend Salvo with enthusiasm. This stunning new magazine takes direct aim at the destructive consequences that follow from the scientism embraced by some of the cognitive elites of our culture.”**

Phillip E. Johnson

Professor of Law Emeritus at the University of California, Berkeley

## Publishing Information

- **Readers per issue:** 5,000
- **Subscription price:** \$25.99
- **Single-issue price:** \$6.99
- **Frequency:** 4 times a year
- Located in more than 400 Barnes & Nobles across the country

## Mission

- Blasting holes in scientific naturalism, marveling at the intricate design of the universe, and promoting life in a culture of death. Critiquing art, music, film, television, and literature, interrupting mass media influence, and questioning the sanity of our consumerist lifestyle. Countering destructive ideologies, replacing revisionist fictions with undeniable facts, and paring away political correctness. Debunking the cultural myths that have undercut human dignity, all but destroyed the notions of virtue and morality, and slowly eroded our appetite for transcendence. Recovering the one worldview that actually works.

## Editorial Personnel

### Founder and Editorial Director

Richard A. Moselle

### Executive Editor

James M. Kushiner

### Senior Editors

Rebecca Hagelin, Bobby Maddex,  
Casey Luskin, Marcia Segelstein

### Contributing Editors

Hunter Baker, Terrell Clemmons, Regis Nicoll, Robin Phillips, Leslie Sillars

### Columnists

Michael Cook, Herb London, Denyse O’Leary, Judith Reisman

### Editorial Advisory Board

Francis J. Beckwith

Mark Brumley

Paul Copan

William Dembski

Dinesh D’Souza

Norman Geisler

Robert P. George

Gary Habermas

Hugh Hewitt

Phillip E. Johnson

Gregory Koukl

Frederica

Mathewes-Green

Michael Medved

Stephen Meyer

J. P. Moreland

Paul Nelson

Mitch Pacwa

John Mark Reynolds

Jay Richards

Hugh Ross

Fr. Ron Tacelli

John West

W. Bradford Wilcox

## Terms & Conditions

- All advertising requests must be confirmed by a signed purchase order or a letter of request.
- The publisher reserves the right to reject or cancel any advertising, including for unacceptable appearance.
- The publisher is not responsible for errors due to improper file preparation.
- The publisher is not responsible for errors in key numbers.
- Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher’s policies will be binding on the publisher.

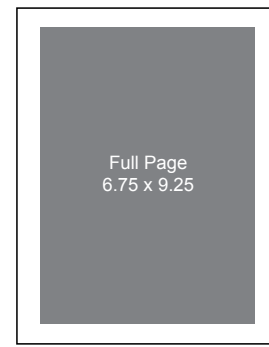
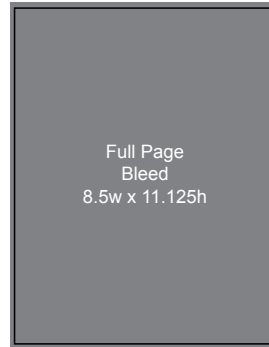
## Payment

- Fifteen percent discount to recognized agencies, provided account is paid within 30 days of invoice date.
- Two percent per month interest charge on past-due accounts. First-time advertisers must pre-pay with insertion order.
- Materials are due to the publisher by the date specified and in the format specified. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).

# Salvo 2012 Ad Rate Card

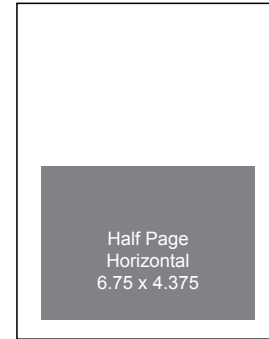
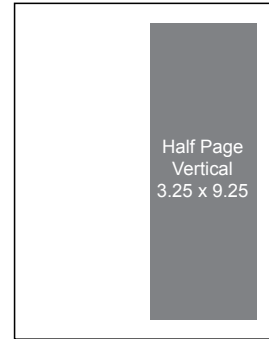
## Ad Sizes

- ∴ Full Page w/ bleed \_\_\_\_\_ 8.5w x 11.125h
- ∴ Full Page w/o bleed \_\_\_\_\_ 6.75w x 9.25h
- ∴ Half Page Vertical \_\_\_\_\_ 3.25w x 9.25h
- ∴ Half Page Horizontal \_\_\_\_\_ 6.75w x 4.375h
- ∴ Third Page Vertical \_\_\_\_\_ 3.25w x 6.25h
- ∴ Third Page Horizontal \_\_\_\_\_ 6.75w x 3.25h
- ∴ Quarter Page Vertical \_\_\_\_\_ 3.25w x 4.375h
- ∴ Quarter Page Horizontal \_\_\_\_\_ 6.75w x 2.25h



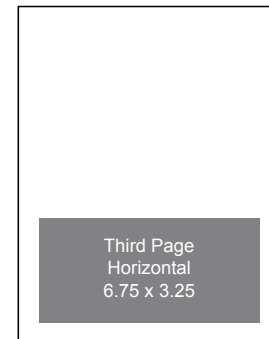
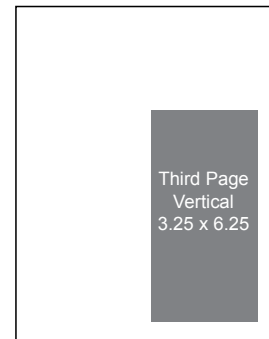
## 2012 Advertising Deadlines

Issue	Ad#Closes	Ads Due	Issue Ships
20 (Spring)	Jan 24	Jan 31	March 12
21 (Summer)	April 17	April 24	June 5
22 (Fall)	July 24	July 31	Sept 11
23 (Winter)	Oct 16	Oct 23	Dec 5



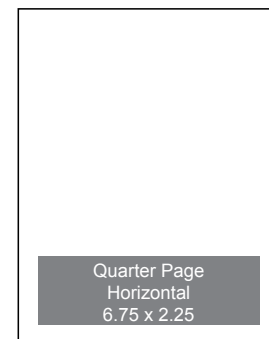
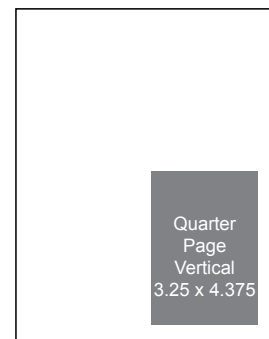
## Ad Rates

	1x	2x	4x
<b>Full</b>	\$750	\$700	\$600
<b>1/2 Page</b>	\$500	\$450	\$400
<b>1/3 Page</b>	\$350	\$320	\$290
<b>1/4 Page</b>	\$225	\$205	\$185
<b>Cover 2-3</b>	\$1,000	\$900	\$800
<b>Cover 4</b>	\$1,200	\$1,100	\$1,000



## Design Specs

- ∴ Preferred delivery: digital files submitted via e-mail, ftp, or disk.
- ∴ Preferred file formats: Salvo is designed on Apple computers using Adobe InDesign CS. Accepted formats include: CMYK PDF files w/ image resolution at 300 dpi, Mac InDesign file w/all fonts and graphics; EPS file created in Adobe Illustrator or Quark, w/fonts either embedded or converted to outlines; high resolution (300dpi) TIF or JPG file.
- ∴ Image resolution: 300 pixels per inch.
- ∴ Color: File must be four-color (CMYK).



## Advertising Representative

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**“Here is a publication that is timely, persuasive and intelligent. Surely it immediately ranks in the forefront of new and exciting publications.”**

Herbert I. London President, Hudson Institute