

IMMERSE

A JOURNAL OF FAITH, LIFE AND YOUTH MINISTRY

MEDIA KIT

What is *Immerse*?

Immerse is a bi-monthly publication created to support adults in student ministry by providing insight into youth culture, fostering in-depth dialogue around important themes and strengthening the student ministry community. We honor a variety of theological, political and cultural traditions and promote healthy dialogue and honest critique; and we strive to elevate and learn from the role of distinctive cultures, elasticities, denominations and ministries within the body of Christ.

Each issue provides real insight on consistent topics written by veterans in those fields from all over the world. We have six featured articles and six columns offered with each issue:

Features



Spiritual Formation



Christian History and Thought



Church



Story



Arts and Culture



Theology

Columns

CULTIVATE – processes, environments and necessary organic systems of nurturing the faith formation of adolescents.

LEADERSHIP – discover and improve your own leadership abilities and gifts as well as develop them in your students

SOUL CARE – tending to the wholeness of your own soul; learning to own what you're hoping to pass on, living a deep life with God

FULLY HUMAN – becoming the person God intended you to be

PRAXIS – applications, methods, practices, models and fundamental basics

INNOVATIONS – navigating through technological change; innovations necessary for social groups and communities to flourish

Contributing Authors

Libbie Patterson

Lilly Lewin

Tony Jones

Alan Roxburgh

Jess Elmquist

Brian Hull

Mark Oestreicher

Karla Yaconelli

Kara Powell

Mike King

Lars Rood

Adam McLane

Andy Root

Ron Martoia

Dave Batstone

Ian Morgan Cron

Trip Fuller

Tic Long

Ginny Olson

James Hampton

Jeannie Oestreicher

Dave Rahn

Chris Folmsbee

Sarah Arthur

Jason Santos

Denise VanEck

Dan Haugh

Brooklyn Lindsey

Michael Novelli

Endorsements

“I see *Immerse* as a gathering more than a journal, a “third space” where we wrestle together with how to be the church in the twenty-first century, where we come together around a shared commitment to stand beside young people in Christ’s name...”

— KENDA CREASY DEAN, PhD, Associate Professor of Youth, Church and Culture Director, Tennet School of Christian Education, Princeton Theological Seminary

“I believe *Immerse* will meet the mandate for a more intentional ministry praxis that marries our more theologically grounded theories to progressive and faithful ministry practices.”

— JASON BRIAN SANTOS, PhD Candidate, Princeton Theological Seminary

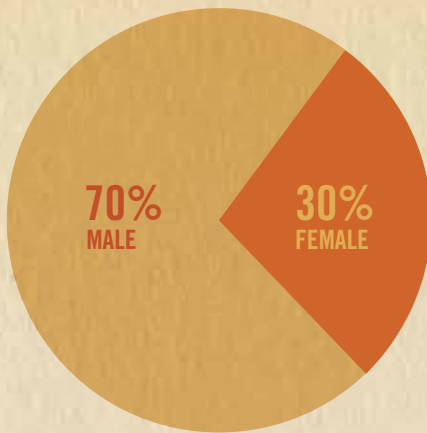
“*Immerse* seeks to expand the conversation, inviting those who work with youth to develop a broader perspective of life, particularly as it applies to youth ministry.”

— JIM HAMPTON, PhD, Professor of Youth Ministry, School of Practical Theology, Asbury Theological Seminary

“For those of us who care about young people, *Immerse* promises a new space where ideas and distinct perspectives will be welcomed.”

— ANDY ROOT, PhD, Assistant Professor, Youth and Family Ministry, Luther Seminary

Immerse Journal Readers



- Age Range from 20-55 years old
- Full-time youth workers with a budget and staff
- College graduates
- Use and purchase Christian resources weekly
- Promote Christian universities to their students
- *Immerse* is used in undergraduate programs as a supplementary resource

The readers of *Immerse: A Journal of Faith, Life and Youth Ministry* are youth workers who think theology is significant. They are great thinkers who recognize that forming disciples through classic Christian formation is critical. They are academicians who think an interdisciplinary approach to youth ministry is essential. They are practitioners who think it is important to be holistically engaged in living life to the full. They are visionaries who think the church needs to break out of a Christian sub-culture mindset. They are scholars who think Christian history and thought help us move into the future. Finally, they are champions of youth and lovers of students who agree that curiosity learning, and imagination are vital for faith formation.

Immerse Journal Online

In addition to the print version of *Immerse* is the *Immerse* website. *ImmerseJournal.com* is a robust platform that expands upon the content delivered in the print journal with:

- Six feature sections that allow the readers to go even deeper into the proposed thoughts and concepts of the print piece.



- An *Immerse* advisory board blog
- A video blog
- A Supplements page with bonus material that connects to the content mentioned in the feature sections of the print piece

Immerse Journal Online (cont.)

- Current Issue section, where readers can digitally read a sample version of the current issue
- The site is a mobile-friendly site; it can be read on the go from any smartphone or tablet device

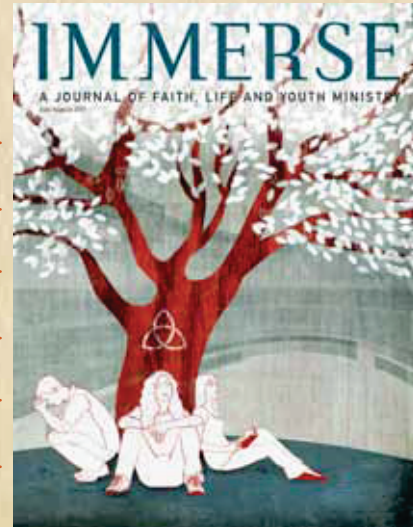
Advertising opportunities include premium banners and special featured sections for universities, seminaries, Christian education, etc.

Another companion to *Immerse: A Journal of Faith, Life and Youth Ministry* is our regular *Immerse* eJournal, a newsletter with helpful and relevant articles and columns that goes out to over 15,000 youth workers who have opted into our list each month. Advertising opportunities include banner sponsorships as well as dedicated HTML advertorial sponsorships. The *Immerse* eJournal is sent out on the 2nd and 4th Thursday of the month.

Advertising Rates (based on a 10,000 unit distribution)

MAGAZINE ADVERTISING RATES

AD SIZE	1X	3X	6X
Cover 2 (inside front)	\$2250	\$2025	\$1800
Cover 3 (inside back)	\$2100	\$1890	\$1680
Center Spread*	\$2500	\$2250	
2 Page Spread	\$2250	\$2025	\$1800
FULL Page	\$1500	\$1350	\$1200
2/3 Page	\$1150	\$1035	\$920
1/2 Page	\$995	\$895	\$795
1/3 Page	\$750	\$675	\$599
1/6 Page**			\$375



*Center Spread can only be contracted for every other issue

**1/6 Page can only be contracted for six consecutive issues and must be prepaid

AD SPACE RESERVATION

Jan/Feb – October 15

March/April – December 17

May/June – February 19

July/August – April 22

Sep/Oct – June 24

Nov/Dec – August 26

AD MATERIAL DUE

Jan/Feb – November 12

March/April – January 14

May/June – March 18

July/August – May 20

Sep/Oct – July 22

Nov/Dec – September 23

Advertising Rates (cont.)

ELECTRONIC ADVERTISING RATES

ImmerseJournal.com Monthly Rates

HOME PAGE SPECS	1X	3X	6X
Top Banner (191x98 px)	\$300	\$270	\$240
Middle Banner (177x260 px)	\$200	\$180	\$160
Full Banner (792x145 px)	\$250	\$2250	\$200
Blog Sky Scraper (148x793 px)	\$200	\$180	\$160

Immerse eJournal Weekly Rates

SPECS	1X	3X	6X
Top Banner (792x145 px)	\$500	\$450	\$400
Bottom Banner (792x145 px)	\$300	\$270	\$240

Dedicated Email (advertorial) Weekly Rates

SPECS	1X	3X	6X
Individual HTML send*	\$1050	\$945	\$840

*Limited to 2 total advertorials each month. Must be 350x350px and contain at least 500 words of relevant content. (Immerse reserves the right to approve final content in advertorial).

For more information about *Immerse* or to discuss custom marketing solutions, please contact us! Our desire is to help you in your marketing efforts in any way that we can. advertising@immersejournal.com

All prices subject to change without notice.

Ad Dimensions

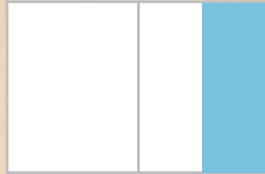
FULL PAGE
TRIM: 8.5 X 11
LIVE AREA: 8 X 10.5



2/3 PAGE
TRIM: 8.5 X 7
LIVE AREA: 8 X 6.5



**1/2 PAGE
VERTICAL**
TRIM: 4.25 X 11
LIVE AREA: 3.75 X 10.5



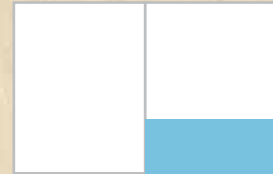
**1/2 PAGE
HORIZONTAL**
TRIM: 8.5 X 5.5
LIVE AREA: 8 X 5



**1/3 PAGE
VERTICAL**
TRIM: 3 X 11
LIVE AREA: 2.5 X 10



**1/3 PAGE
HORIZONTAL**
TRIM: 8.5 X 3.5
LIVE AREA: 8 X 3



2 PAGE SPREAD
TRIM: 11 X 17
LIVE AREA: 16.5 X 10.5



CHECKLIST

- Final PDFX1A File should contain all image links and embedded fonts.
- All bleed and trim areas listed on the ad dimensions sheet should be adhered to in the electronic version.
- Bleed allowance is 1/8".

Press Standards

PRESS STANDARDS

Immerse: A Journal of Faith, Life and Youth Ministry is printed using 175 line screens, and has a saddle-stitched binding. Trim size for the magazine is 8.25X11. Stock is .008 CIS Cover and 70# Text using 4-color process.

ACCEPTED MATERIALS

- We request press-ready, hi-res PDF/X-1a files, that are 300dpi, convert to CMYK, and has all fonts and images embedded properly.
- CMYK process colors only. Convert all photos to CMYK prior to placement in your originating document. Convert all PMS, spot or RGB colors in any images or logos placed in your document prior to saving as final PDF.
- Final resolution for all images must be 300 dpi.
- To ensure your final PDF/X-1a file size is accurate, do not scale placed art or images to larger than 125% or smaller than 75% in your originating document. All placed images must also meet 300 dpi resolution requirements.
- Include all printers' marks. See the Ad Specification page for trim size, live area and bleed allowance appropriate to your ad size. Please use the proper bleed setting in the creation of the PDF/X-1a document. (The proper bleed is not automatic.) Bleed should always be 0.125" outside of all trim edges.
- Use only Postscript fonts. Type 1 fonts are not accepted.
- Include all fonts used in your layout and placed art with your PDF/X-1a file, or convert all fonts in your final ad design to "outline" or "paths" prior to creating the final PDF/X-1a file-this is the preferred method.
- Ensure that all type and critical art elements remain at least 0.375" inside of trim edge and gutter.
- We cannot guarantee that any text and logos outside of the safe live area will be legible.
- Printer marks should not overlap the art.

Electronic Advertising Placement

Immerse eJournal



Top Banner

Bottom Banner

ImmerseJournal.com – Homepage



Top Banner

Middle Banner

Full Banner

ImmerseJournal.com – Blog



Blog Sky Scraper

Terms and Conditions

Closing Date:

The last date to reserve or cancel advertising space. Advertising not confirmed in writing by closing will not be scheduled. Neither the advertiser nor agency may cancel or make changes in insertion orders after the closing date. Cancellation requests must be in writing, and none is considered accepted until confirmed in writing by your account executive.

New Accounts:

Prepayment required for first-time advertisers for initial insertion by issue closing date, and with all subsequent orders until credit is approved. Credit may be requested after the first order by submitting a credit application (available upon request).

Credit/Billing:

Invoice terms: Net due 30 days.

Special Requests:

Special and preferred positions will be treated as requests only and not guaranteed unless advertiser pays published premium.

Late Fees:

Art materials received after published deadlines could be subject to a loss of placement, unless otherwise arranged with the publisher.

Art Materials:

It is the sole responsibility of the advertiser or its agency to submit proper art materials by the deadlines as outlined in this rate card. In the event that materials are not received by the deadline, the publisher reserves the right to omit the advertisement, or run the advertiser's previous ad at the publisher's discretion, and as a condition of advertising, the advertiser or agency agrees to pay full amount if either of these mentioned remedies is used. If art due date falls on a weekend please submit art materials on the preceding business day.

Indemnification:

All ads are accepted and published by the publisher assuming that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the agency and advertiser, jointly and severally, will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents of ads, including, without limitations, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

Conditions:

Ads that simulate the publication's format are not permitted. The publisher reserves the right to place the word "advertisement" above any ad which publisher believes resembles editorial matter.

- The publisher reserves the right to refuse any advertisement at any time.
- Publisher is not responsible for errors in key codes or back-to-back coupons.
- In the event of a publisher's error, the publisher's liability will not exceed the cost of insertion.
- Publisher is not liable for mailing delays.
- Publisher does not proof art materials provided by advertisers. Errors in provided text, digital or film ads are the sole responsibility of the advertiser. Publisher is not responsible for errors in ads that do not meet exact art specifications. Publisher not responsible for ads supplied without a proof.
- Publisher reserves the right to change prices at any time prior to an issue closing. (Scheduled advertisers would be notified prior to closing.)