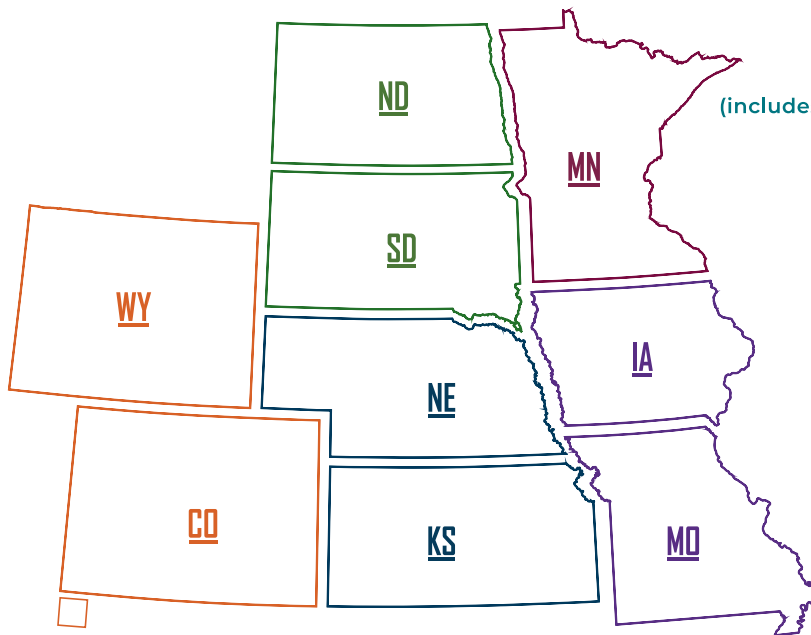


OUTLOOK ADVERTISING

MEDIA KIT

OUTLOOK OFFERS A STRONG AND UNIQUE MARKET FOR ADVERTISERS

- Distributed to **9 states in the Midwest**
- Includes major cities such as Minneapolis/St. Paul, Denver, St. Louis, and Kansas City
- **65,252 members/45,073 families**,
45% Male, 53% Female
- **23,600** magazine subscribers
- Niche audience who care deeply about **healthy eating, exercise, Christianity, and education**
- Offers **sponsored articles** (online), **podcast advertisements**, and **web advertisements**



Central States Conference
(includes all conferences in Mid-America Union)

Dakota Conference

Iowa-Missouri Conference

Kansas-Nebraska Conference

Minnesota Conference

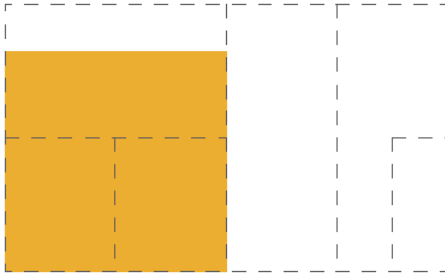
Rocky Mountain Conference

2023

OUTLOOK

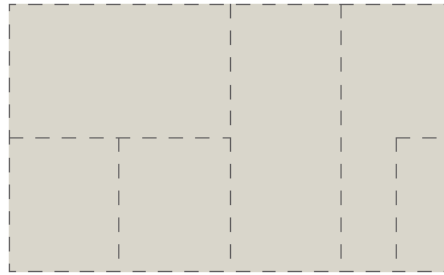
PRINT DISPLAY

MEDIA KIT



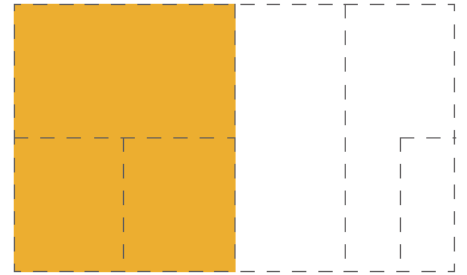
BACK COVER

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)



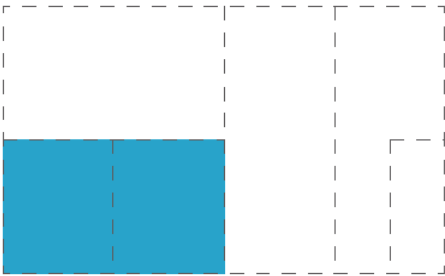
TWO-PAGE SPREAD

NO BLEED: 15 x 9.19"
W/ BLEED: 16.25 x 10.89"
TRIM: 16 x 10.625"



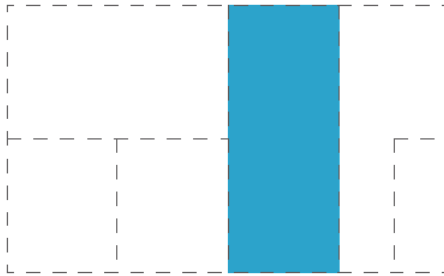
SINGLE PAGE

NO BLEED: 7 x 9.19"
W/ BLEED: 8.25 x 10.88"
TRIM: 8 x 10.625"



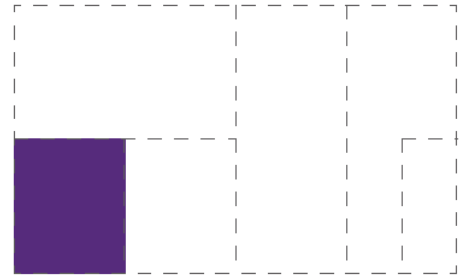
1/2 PAGE HORIZONTAL

7 x 4.53"



1/2 PAGE VERTICAL

3.44 x 9.19"



1/4 PAGE

3.44 x 4.53"



1/8 PAGE

1.66 x 4.53"

2023 PRINT RATES

Back Cover	(per ad) \$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:
RATE BASE:
FREQUENCY:

Nov 2016
25,000
10 issues

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.

2023

2023 ISSUE THEMES

JANUARY	Adventist Education
FEBRUARY	Young Adult Engagement
MARCH	Restore the Joy
APRIL	Celebrating Sabbaths
MAY	UC Students: Resiliency
JUNE	Wise Stewardship
JULY/AUG	Kids and Teens
SEPTEMBER	Health
OCTOBER	Pastor Appreciation
NOV/DEC	Union College Annual Spotlight

DEADLINES

11/14
12/12
1/17
2/13
3/13
4/17
5/15
7/17
8/14
9/11

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.

TO SUBMIT YOUR AD

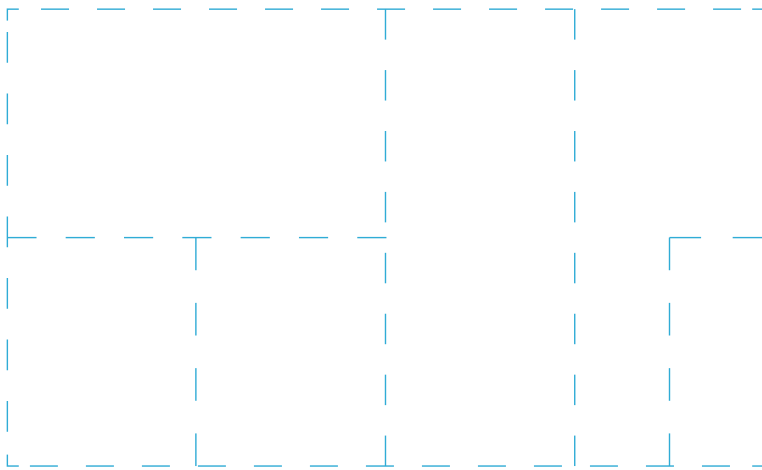
Please submit your display ad online at outlookmag.org/advertise. For your convenience, you can **pay online or mail a check to:**

Mid-America Union Conference

PO Box 6128
Lincoln, NE 68506

PRINT DISPLAY ADVERTISING MANAGER

Brenda Dickerson
brenda@outlookmag.org
402.484.3011



OUTLOOK CLASSIFIED

MEDIA KIT

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. 

SERVICES

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.

ENJOY WORRY-FREE RETIREMENT at Fletcher Park Inn on the Fletcher Academy campus near Hendersonville, NC. Spacious apartments available NOW. Ask about our limited rental units and villa homes. Enjoy a complimentary lunch at our vegetarian buffet when you tour. Call Lisa Metcalf at 1.800.249.2882 or 828.209.6935 or visit www.fletcherparkinn.com.

Walla Walla University offers master's degrees in biology; cinema, religion, and worldview; education (including special education); and social work. Flexible completion times and in-person, hybrid and fully online formats available. Financial aid may be available. For more information call 509.527.2290 or visit walla-walla.edu/grad.

Wellness Secrets' five-day health retreat could be the most affordable, beneficial and spiritual vacation you've

ever experienced! Get help for diabetes type 2, 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.

FOR SALE

To obtain a clear understanding that the Sabbath is the correct day of worship, buy *God's Day of Worship* by Donald E. Casebolt, MD, and wife Donna. It is a great witnessing tool. Available at the College Place, Washington, ABC store for \$1.25 plus tax. To order call 1.509.529.0723.

Lose Weight, Feel Great—and other health materials such as tracts, magazines, books and cookbooks for your church, health fair or personal use. For a free sample call 800.777.2848 or visit www.FamilyHeritage-Books.com.

EMPLOYMENT

Remnant Publications/Printer Publisher—Seeking qualified, dedicated, ministry-minded personnel for production workers, sales consultants, social media/marketing expert. All positions must be U.S. citizens and be willing to relocate to Coldwater, MI. For more info: Remnantpublications.com/employment. Send resumes to jobs@remnantmail.com. Call 800.423.1319.

Southern Adventist University is seeking a qualified candidate for Alarm Technician in Plant Services.

For more information and a complete list of responsibilities and qualifications visit us at www.southern.edu/jobs

Walla Walla University is hiring! To see the list of available positions, go to jobs.wallawalla.edu.

EVENTS

Farmers & Gardeners: (AdAgrA's) 6th annual Adventist Agriculture Association conference (Jan. 14-18) High Springs, Florida. Since 2013 AdAgrA encourages, supports and mentors those who wish to follow God's agriculture plan. Great information and inspiration for how and why Adventists need to be in the garden. Registration and info: www.adventistag.org.

NOTICES

Mission opportunity for individuals, families or Sabbath School groups: Urgent request from Adventist Child India. There are 183 children who have lost their sponsors, and we have over 300 new applications for whom we need to find sponsors. \$35 per month provides tuition, lodging, food, books, clothing and medical for a child. For more information visit www.adventistchildindia.org.

2023 CLASSIFIED RATES

Print/online (1-50 words)*	(per ad)	\$45
Print/online (51-70 words)*		\$60
Highlight your print ad		\$10
Online only (1-50 words)**		\$20
Online only (51-70 words)**		\$25

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

**Cost is for one month.

EFFECTIVE:	Nov 2016
RATE BASE:	23,600
FREQUENCY:	10 issues

2023

2023 ISSUE THEMES

JANUARY	Adventist Education
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DEADLINES

11/14
12/12
1/17
2/13
3/13
4/17
5/15
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9/11

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**.

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

TO SUBMIT YOUR AD

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

Mid-America Union Conference

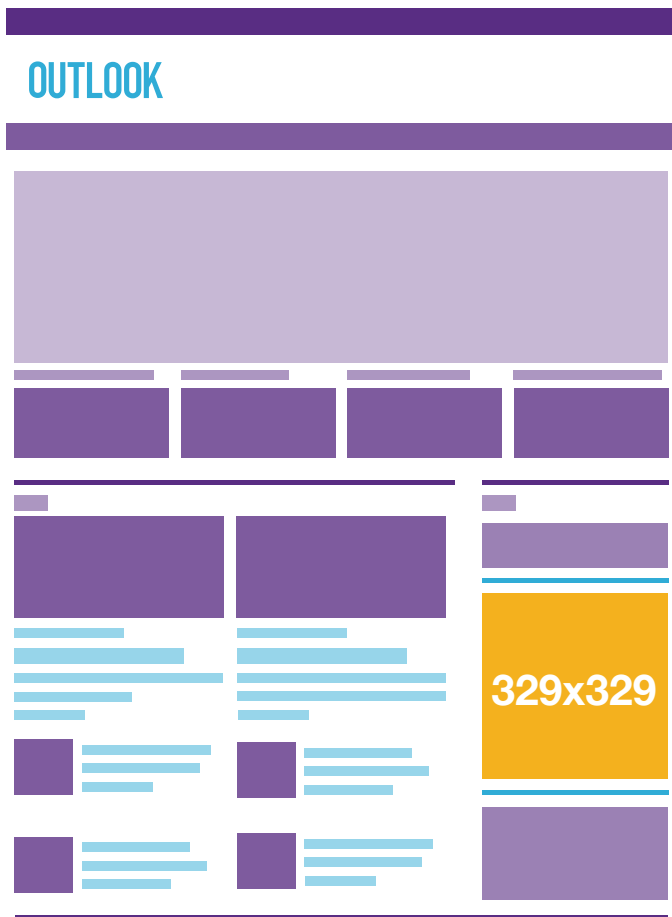
PO Box 6128
Lincoln, NE 68506

CLASSIFIED ADVERTISING MANAGER

Barb Enquist
barb.enquist@maucsda.org
402.484.3013

OUTLOOK WEBSITE

MEDIA KIT



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.
- Submitting an advertisement constitutes acceptance of our **Advertising Terms and Conditions**.

Example of website with online advertisement in yellow.

2023 ONLINE RATES

Online Advertisement (329x329)

(per month)

\$40

SPACES AVAILABLE

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

TO SUBMIT YOUR AD

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

Mid-America Union Conference

PO Box 6128
Lincoln, NE 68506

DIGITAL ADVERTISING MANAGER

Hugh Davis
hugh@outlookmag.org
402.484.3012

Submitting an ad constitutes acceptance of OUTLOOK's Advertising Terms and Conditions. More information available at outlookmag.org/advertise. Frequency and Educational Institution Discounts available—contact Advertising Manager for details.

2023

OUTLOOK PODCAST

MEDIA KIT



SPACES AVAILABLE

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

2023 PODCAST AD RATES

15 Seconds (approx. 50 words)	\$30
30 Seconds (approx. 100 words)	\$45

Submitting an ad constitutes acceptance of OUTLOOK's Advertising Terms and Conditions. More information available at outlookmag.org/advertise. Frequency and Educational Institution Discounts available—contact Advertising Manager for details.

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.
- Submitting an advertisement constitutes acceptance of our **Advertising Terms and Conditions**.
- Podcast advertisements must be a **written script that will be read by the podcast narrator**.
- The purchase of one podcast advertisement guarantees placement in one podcast episode. **Approximately one podcast episode is produced per month.**

TO SUBMIT YOUR AD

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

Mid-America Union Conference

PO Box 6128
Lincoln, NE 68506

DIGITAL ADVERTISING MANAGER

Hugh Davis
hugh@outlookmag.org
402.484.3012

2023