

# OUTLOOK ADVERTISING

## MEDIA KIT

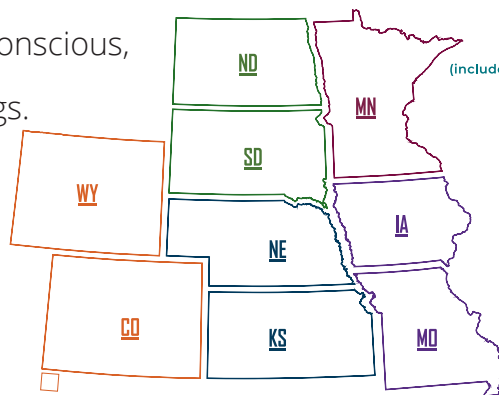
### WHY ADVERTISE WITH OUTLOOK?

**OUTLOOK magazine** connects you directly with a highly engaged, values-driven audience across **nine Midwestern states**—including key metro areas like **Minneapolis/St. Paul, Denver, St. Louis, Omaha, and Kansas City**. Our readers are not just consumers—they are **community builders, faith leaders, health advocates, and lifelong learners**.

- **Reach:** Over **67,000 Seventh-day Adventist members** and **46,000+ families** across Mid-America
- **Readership:** 24,000 monthly subscribers
- **Demographics:** 53% female, 43% male, 4% undisclosed
- **Interests:** Wellness, education, family, spiritual growth, and community service

### What Makes Us Different:

- **Faith-Rooted Loyalty:** Our readers support brands that align with their values, particularly health-conscious, family-friendly, and purpose-driven offerings.
- **Mission-Driven Content:** We share stories that build trust, inspire action, and connect communities.
- **Proven Engagement:** Trusted since 1911, OUTLOOK has deep credibility within our regional network of churches, schools, and institutions.
- **Advertising options:** Full and half page print ads, sponsored online articles, and web banners.



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

**Dakota Conference**

**Iowa-Missouri Conference**

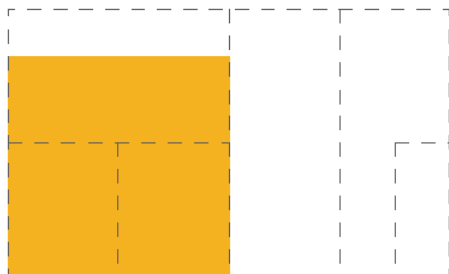
**Kansas-Nebraska Conference**

**Minnesota Conference**

**Rocky Mountain Conference**

# 2026

## MEDIA KIT

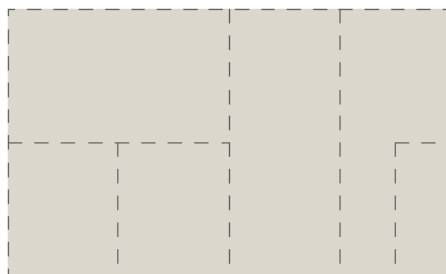


### BACK COVER

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)

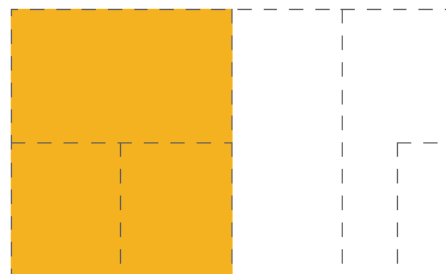


### TWO-PAGE SPREAD

NO BLEED: 15 x 9.19"

W/ BLEED: 16.25 x 10.89"

TRIM: 16 x 10.625"

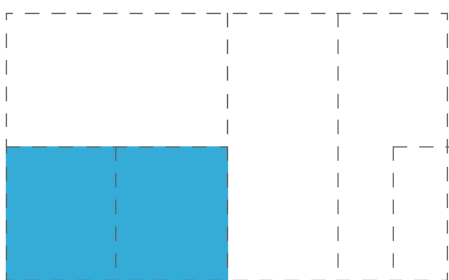


### SINGLE PAGE

NO BLEED: 7 x 9.19"

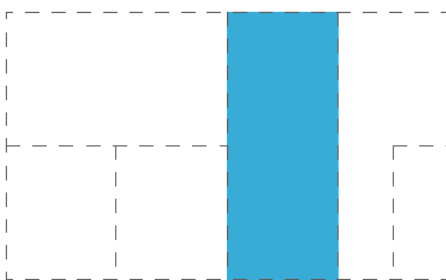
W/ BLEED: 8.25 x 10.88"

TRIM: 8 x 10.625"



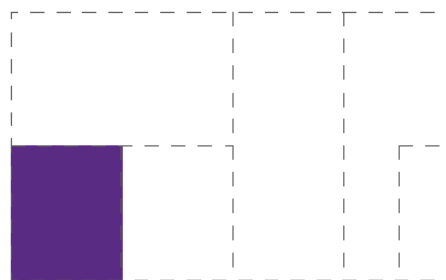
### 1/2 PAGE HORIZONTAL

7 x 4.53"



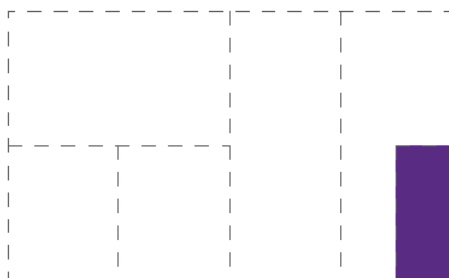
### 1/2 PAGE VERTICAL

3.44 x 9.19"



### 1/4 PAGE

3.44 x 4.53"



### 1/8 PAGE

1.66 x 4.53"

### 2026 PRINT RATES

	(per ad)
Back Cover	<b>\$2,500</b>
Two-Page Spread	<b>\$3,650</b>
Single Page	<b>\$2,025</b>
1/2 Page Horizontal	<b>\$1,150</b>
1/2 Page Vertical	<b>\$1,150</b>
1/4 Page	<b>\$580</b>
1/2 Column	<b>\$255</b>

**EFFECTIVE:**  
**RATE BASE:**  
**FREQUENCY:**

Nov 2024  
24,000  
10 issues

**Frequency and educational institution discounts available.** Please contact the Advertising Manager for details at 402.484.3000.

### 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.

# 2026

## 2026 ISSUE THEMES

**JANUARY** K-12 Adventist Education

**FEBRUARY** Women's Ministries

**MARCH** Local Church Leaders

**APRIL** Summer Camp's 100th Year

**MAY** Union Adventist University Student Writers

**JUNE** Conference Presidents on Stewardship

**JULY/AUG** AdventHealth/Welness Support

**SEPTEMBER** United in Service-Living the Gospel

**OCTOBER** Hispanic Ministries

**NOV/DEC** Union Adventist University Focus

## DEADLINES

**11/10**

**12/15**

**1/19**

**2/16**

**3/16**

**4/13**

**5/11**

**7/13**

**8/10**

**9/08**

## 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.

## 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**.

## 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**  
402.484.3000

# 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](http://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](http://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](http://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](http://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](http://www.FamilyHeritage-Books.com).

### EMPLOYMENT

**Union Adventist University** is searching for applicants for the position of Life Coach in Student Success. This is a fulltime, non-exempt position. A bachelor's degree is required, master's preferred. Duties include serving as a life coach/academic advisor for assigned freshman, working with high-risk students and providing specialized services, assisting freshman

with registration, providing accountability coaching for academic probation population and other duties. Please see the job description and instructions for application at [uau.edu/](http://uau.edu/) employment.

**Walla Walla University is hiring!** To see the list of available positions, go to [jobs.wallawalla.edu](http://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](http://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](http://www.adventistchildindia.org).

### 2026 CLASSIFIED RATES

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

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

\*\*Cost is for one month.

(per ad)

**EFFECTIVE:**  
**RATE BASE:**  
**FREQUENCY:**

Nov 2026  
24,000  
10 issues

**Frequency and educational institution discounts available.**  
Please contact the Advertising Manager for details at 402.484.3000.

# 2026

## 2026 ISSUE THEMES

<b>JANUARY</b>	Adventist Education
<b>FEBRUARY</b>	Outreach to Special Groups
<b>MARCH</b>	Discipleship Stories
<b>APRIL</b>	Back to Bible Basics
<b>MAY</b>	Student Writers: Outreach in 2025
<b>JUNE</b>	Adventist Community Services
<b>JULY/AUG</b>	Understanding the World Church
<b>SEPTEMBER</b>	Mental Health: Removing Stigmas
<b>OCTOBER</b>	Pastor and Elder Appreciation
<b>NOV/DEC</b>	Union Adventist University Spotlight

## DEADLINES

<b>11/11</b>
<b>12/16</b>
<b>1/13</b>
<b>2/10</b>
<b>3/10</b>
<b>4/14</b>
<b>5/12</b>
<b>7/14</b>
<b>8/11</b>
<b>9/8</b>

## POLICIES

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- 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**.

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

## TO SUBMIT YOUR AD

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

### Mid-America Union Conference

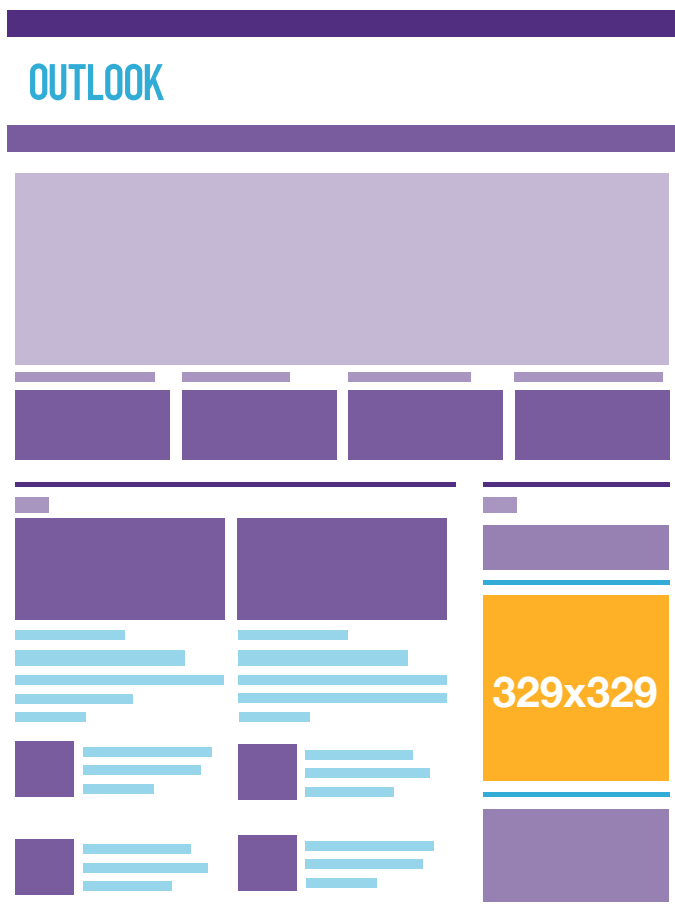
PO Box 6128  
Lincoln, NE 68506

## CLASSIFIED ADVERTISING MANAGER

Barb Enquist  
[barb.enquist@maucsda.org](mailto:barb.enquist@maucsda.org)  
402.484.3000

# OUTLOOK WEBSITE

## MEDIA KIT



### POLICIES

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- 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.

### 2025 ONLINE RATES

Online Advertisement (329x329)

(per month)

**\$50**

**Frequency and educational institution discounts available.** Please contact the Advertising Manager for details at 402.484.3000.

### SPACES AVAILABLE

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### TO SUBMIT YOUR AD

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#### Mid-America Union Conference

PO Box 6128  
Lincoln, NE 68506

### DIGITAL ADVERTISING MANAGER

Hugh Davis  
**hugh@outlookmag.org**  
402.484.3000

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

# 2026