## ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Broadcast (w x h)</th>
<th>Trim (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD</td>
<td>17&quot; x 11.125&quot;</td>
<td>16.75&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>8.625&quot; x 11.125&quot;</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>2/3 VERTICAL</td>
<td>NO BLEED</td>
<td>4.85&quot; x 9.575&quot;</td>
</tr>
<tr>
<td>2/3 HORIZONTAL</td>
<td>NO BLEED</td>
<td>7.375&quot; x 6.35&quot;</td>
</tr>
<tr>
<td>1/2 HORIZONTAL</td>
<td>8.625&quot; x 5.625&quot;</td>
<td>8.375&quot; x 5.575&quot;</td>
</tr>
<tr>
<td>1/3 VERTICAL</td>
<td>NO BLEED</td>
<td>2.325&quot; x 9.575&quot;</td>
</tr>
<tr>
<td>1/3 HORIZONTAL</td>
<td>NO BLEED</td>
<td>7.375&quot; x 3.15&quot;</td>
</tr>
<tr>
<td>1/3 SQUARE</td>
<td>NO BLEED</td>
<td>4.85&quot; x 4.725&quot;</td>
</tr>
<tr>
<td>1/6 VERTICAL</td>
<td>NO BLEED</td>
<td>2.325&quot; x 4.725&quot;</td>
</tr>
<tr>
<td>1/6 HORIZONTAL</td>
<td>NO BLEED</td>
<td>7.375&quot; x 1.65&quot;</td>
</tr>
</tbody>
</table>

## AD RATES & DISCOUNT SCHEDULE

<table>
<thead>
<tr>
<th>Placement/Size</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (double page)</td>
<td>$6,350</td>
<td>$5,609</td>
<td>$4,953</td>
</tr>
<tr>
<td>Cover 2 (inside front)</td>
<td>$3,856</td>
<td>$3,520</td>
<td>$3,209</td>
</tr>
<tr>
<td>Cover 3 (inside back)</td>
<td>$3,515</td>
<td>$3,209</td>
<td>$2,927</td>
</tr>
<tr>
<td>Cover 4 (outside back)</td>
<td>$4,082</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Full page (inside, standard)</td>
<td>$3,345</td>
<td>$2,959</td>
<td>$2,609</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,495</td>
<td>$2,230</td>
<td>$1,943</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,041</td>
<td>$1,803</td>
<td>$1,592</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,531</td>
<td>$1,352</td>
<td>$1,195</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$851</td>
<td>$751</td>
<td>$651</td>
</tr>
</tbody>
</table>

Want to reach over 200,000 of today’s most highly informed and intensely committed Christians?

### WEBSITE BANNER AD
Only $400 ($650 value!) WITH PURCHASE OF A PREMIUM PRINT AD!

Banner will run for the same quarter as your print magazine ad.

AnswersMagazine.com receives over 100,000 visits per month and now includes ads on CreationVacations.com, at no extra charge.

Web Banner specs:
- Size: 140x75 pixels
- Animation: None (static only)
- Weight: 10k (maximum)
- Submit image and URL with print ad.

Get even more exposure FREE with our new DIGITAL edition!

When you advertise in Answers, your ad also appears in our cutting-edge digital edition at no extra cost. Your ad will link to your website, giving you even more response!

Email a high resolution PDF or EPS to kjackson@AnswersInGenesis.org or send a Mac formatted CD-ROM to Answers Magazine, Attn: Katie Jackson, 2800 Bullittsburg Church Rd., Petersburg, KY 41080.

For reservation questions ask for “magazine advertising” or email magazineadquiry@AnswersInGenesis.org or (859) 727-2222 ext. 461.

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What our readers are saying:

“The magazine has removed any doubt I had about the truth. I pray that more Christians will see the truth and not base the truth from worldly teachings.”

“This is a great magazine. Hands down, nothing compares with the knowledge you gain from this publication.”

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Now includes web banners and DIGITAL EDITION!
Winner of numerous awards, Answers magazine is the #1 creation worldview magazine today. Truly unique!

Why advertise with Answers magazine?

Who are our readers?
- 60% Male (Average age is 46)
- 40% Female
- 63% have children living at home

They are highly educated
- 90% have attended college
- 64% have a Bachelor’s degree or higher

They are serious in living out their faith
- 82% attend church at least 3 times per month
- 95% voted in the last presidential election
- 94% recently purchased Christian resources*
- 62% personally witness one-on-one*
- 87% financially support missionary work*

And they LOVE this magazine!
- 98% keep or pass along to friends, teacher, pastor, doctor, etc.
- 86% read all or most of each magazine
- 96% consider the writing and research to be high quality

* In the last six months

We want to work with you to provide godly resources that bring a change in our culture.

What our advertisers are saying:

We are enjoying our largest enrollment year ever, thanks to Answers magazine and Answers in Genesis!
—Jackson Hole Bible College

As advertisers in Answers magazine, we have been impressed with the quality and depth of content in each issue. It’s a first-class magazine that any serious advertiser should try.
—SermonAudio.com

In today’s world of higher education, The Master’s College finds itself in need of partner organizations that share our belief in a literal, 6-day, young-earth interpretation of the Genesis account of Creation. Our partnership with Answers magazine has been a blessing.
—The Master’s College

Providing an education marked by excellence and grounded in biblical truth is the heart of the Cedarville University mission statement. It is a privilege to partner with Answers magazine in sharing our passion.
—Cedarville University

Answers reaches over 200,000 readers with nearly 75,000 paid subscriptions. We reach committed, conservative buyers. Come grow with us!