

MECHANICAL SPECIFICATIONS

Preferred Materials


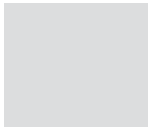
Press-quality PDF files. Digital pages on Macintosh formatted disks (CDs, DVDs accepted)

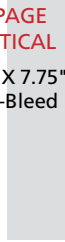
Software

QuarkXPress 6, Adobe PhotoShop, Adobe Illustrator, and InDesign (CS3 and below)

- » Include all high-resolution graphic files (300 dpi) and make sure the most up-to-date graphics are linked to the file. Please embed images if sending PDF files
- » Include all screen and printer fonts, as well as those used in imported graphics. Use actual fonts; please do not stylize fonts. Embed fonts if sending PDF files
- » Color-separated proofs must accompany digital ads
- » All PDF files must be high-quality, press-quality PDFs

FINAL TRIM SIZE 5.375" X 8.375"

<p>¼ PAGE VERTICAL</p> <p>2.25" X 3.75" Non-Bleed</p> 	<p>½ PAGE HORIZONTAL</p> <p>4.75" X 3.75" Non-Bleed</p> 
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<p>½ PAGE VERTICAL</p> <p>2.25" X 7.75" Non-Bleed</p> 	<p>FULL PAGE HORIZONTAL</p> <p>4.75" X 7.75" Non-Bleed</p> <p>5.625" X 8.625" Bleed</p>	<p>BACK COVER</p> <p>4.875" X 6.375" Non-Bleed</p> <p>5.625" X 6.75" Bleed</p>
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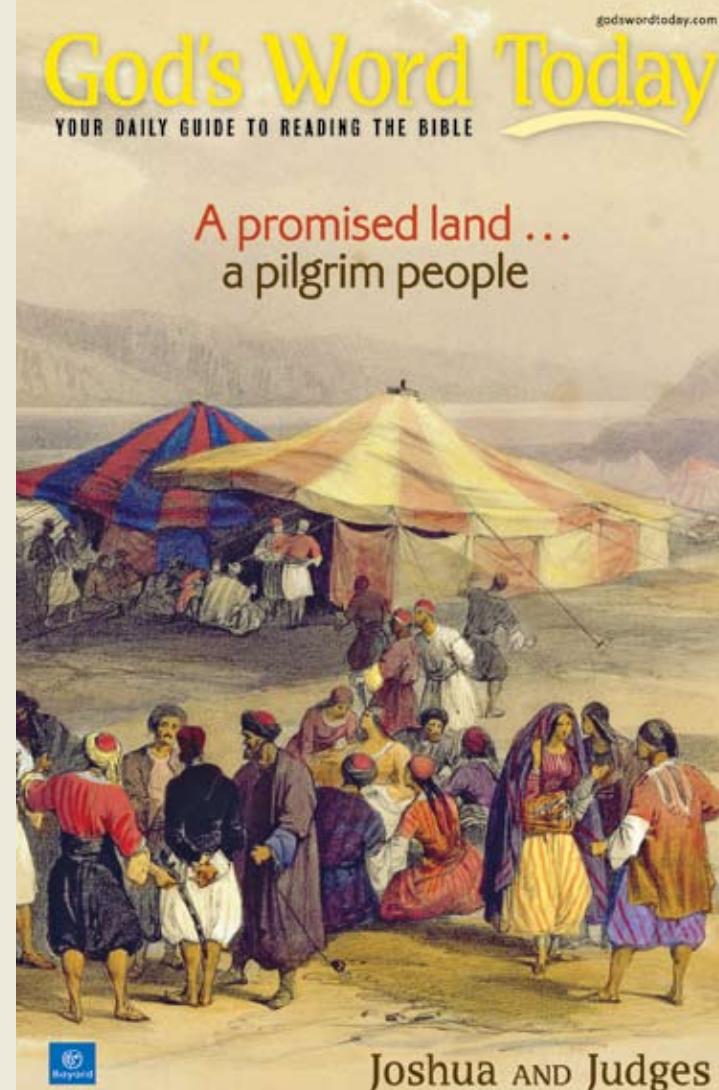
Please send materials to:
Rosanne Coffey
God's Word Today
1 Montauk Ave. Suite 200
New London, CT 06320
 1-800-321-0411 ext. 116
 Email: rcoffey@bayard-us.com
 www.GodsWordToday.com

2009-2010 CLOSING DATES AND TOPICS

God's Word Today is published monthly.

July 2009	<p>Psalms 51—100</p> <p>Reservation Date: May 8, 2009 Materials Due: May 15, 2009</p>
August 2009	<p>1 Thess/Philippians/Colossians</p> <p>Reservation Date: June 8, 2009 Materials Due: June 15, 2009</p>
September 2009	<p>Mercy and Forgiveness</p> <p>Reservation Date: July 8, 2009 Materials Due: July 15, 2009</p>
October 2009	<p>Book of Wisdom</p> <p>Reservation Date: Aug. 9, 2009 Materials Due: Aug. 14, 2009</p>
November 2009	<p>Exodus</p> <p>Reservation Date: Sept. 8, 2009 Materials Due: Sept. 15, 2009</p>
December 2009	<p>Isaiah 40—66</p> <p>Reservation Date: Oct. 8, 2009 Materials Due: Oct. 15, 2009</p>
January 2010	<p>Gospel of Luke 1—12</p> <p>Reservation Date: Nov. 6, 2009 Materials Due: Nov. 13, 2009</p>
February 2010	<p>Psalms 101—150</p> <p>Reservation Date: Dec. 8, 2009 Materials Due: Dec. 15, 2009</p>
March 2010	<p>Passion/Resurrection</p> <p>Reservation Date: Jan. 8, 2010 Materials Due: Jan. 15, 2010</p>
April 2010	<p>Genesis</p> <p>Reservation Date: Feb. 8, 2010 Materials Due: Feb. 15, 2010</p>
May 2010	<p>Luke 13—24</p> <p>Reservation Date: March 8, 2010 Materials Due: March 15, 2010</p>
June 2010	<p>Afterlife and Resurrection</p> <p>Reservation Date: April 8, 2010 Materials Due: April 15, 2010</p>
July 2010	<p>Job</p> <p>Reservation Date: May 7, 2010 Materials Due: May 17, 2010</p>

2009-2010 Advertising Rate Card



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God's Word Today is a unique magazine that helps readers understand Scripture and how it applies to our daily lives. Each monthly issue is written by well-known authors who provide commentaries each day for specified chapters and verses.

WE'RE COMMITTED TO PROVIDING OUR ADVERTISERS A PERFECT SHOWCASE

- » Beautiful covers with a call to action
- » Attractive layout with limited advertising space
- » A format that encourages readers to use the magazine every day of the month



Paul's key role in the New Testament

How much did he really write—and how important was it?

Christians firmly believe that all of the books of the New Testament are inspired. The human authors and their communities were all guided by the Holy Spirit so that all that God needed to communicate for the sake of our faith and salvation is contained in these books. This does not necessarily mean, however, that the authors themselves or their communities were always aware of their involvement in such a sacred enterprise. It also does not necessarily mean that they understood the full significance of the revealed truths they were preserving. A brief overview of how

Paul's letters found their place within the New Testament canon (the Church's official list) gives us some insight into the subtleties of the process.

Postcards from the edge
Paul originally wrote his letters to address particular questions and crises within the churches he had founded. Often the issues were of a practical nature—Could disciples of Jesus eat meat that had been sacrificed to pagan idols (1 Cor 10:23-31)? Sometimes the particular issue involved a challenge to an essential belief. A good example of such an issue is the controversy

February 2008 45

...is nothing more corrosive to a community—then or now.

► *Am I living the faith that I am celebrating?*

Prayer Starter: Come, Lord Jesus. Transform my hypocrisy into integrity.

February 2008 21

February 11 Monday

CORINTHIANS, CHAPTER 11, VERSE 17 TO CHAPTER 12, VERSE 3

Customs go bad

At least some early Christian churches the ritual participated in through the celebration of the Eucharist by a kind of "pot luck" supper. In an effort to ensure that all participants would gather together after the liturgy and good—but in Corinth things had begun to

meat to eat," Paul

ahead with your own

gry and another

you not have

Or do you show

if God and humili-

say? That sharp

poor has reared its

st of a meal that is

munity together.

very such divisions

is something deeper

Institution for the

(v. 23-25). Paul



"No one can say, 'Jesus is Lord,' except by the Holy Spirit."

1 CORINTHIANS 12:3

at what Christ gave to his disciples—and to the Last Supper was himself. Totally and

to profess thanksgiving (the literal trans-his tremendous gift while at the same time

a needs of food, drink, and companionship the Eucharist at all.

we don't really live is the definition of hypocrisy.

...is nothing more corrosive to a community—then or now.

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■ Dr. Ann Weeks

"*God's Word Today* has been a big part of my life for almost 30 years. I am 71 and a better Catholic because of it. I praise God for you."

■ Jim Hermes

Our readers are committed to reading *God's Word Today* every day. They are leaders and active participants in their churches. They seek to deepen their relationship with God through meaningful resources and materials.

- » 70% participate in Bible study groups
- » 90% are lay Catholics active in ministry work
- » 75% are interested in materials that will help them better understand and apply Scripture to their daily lives
- » More than half are involved in religious education programs

WHAT DOES IT MEAN?
Words of the Bible

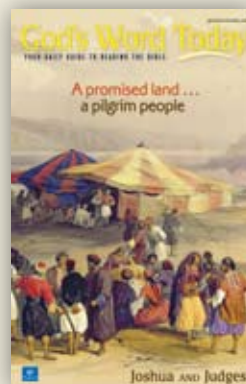
ZAKHAR

REMEMBER, MENTION, RECTE, INVOKE

HEBREW: זָכַר
GREEK: μιμνησκω (mimnesko)
LATIN: recordari, meminiscere, reminiscere

The basic meaning of the verb *zakar* is to remember, to recollect, but in some conjugations the shade of meaning gets wider: to mention, to record, to recite, or even to proclaim or profess. The basic meaning is easy to establish from the various instances in which the verb *zakar* is used antithetically with the verb *shakal*, to forget; the predominant use of the negative conjunction with either one confirms that they are the exact opposites (Gen 40:23; Deut 9:7; 1 Sam 1:11). Remembering is first and foremost a cognitive process, and its object can be dreams (Gen 42:9), plentiful and delicious food (Num 11:5), happier days (Ps 42:4), or

...entirely times), which definitely deals with something yet to be done but also calls for immediate attention and most likely action. For instance, the famous clause "Remember that you were a slave in Egypt..." (Deut 15:15; 16:12; 24:22, etc.) is often followed by an instruction to do such and such to obey God's commandment today. Most uses of the imperative are to be found in the Psalms, where the person addressed is God. The verb then is typical of supplication, aiming at reminding God of his own promises and responsibilities and of the urgency for him to put an end to a situation of oppression or humiliation: "Remember, O Lord, what has befallen us; look, and see our disgrace!" (Lam 5:12; see also Ps 25:6-7; 74:2; 89:51 [50]). In other moods than the imperative, the simple mention that God does remember means good news: salvation has been granted or granted and is close at hand: "God heard their groaning and



GENERAL ADVERTISING BASE RATES

Black and white rates				
	1X	3X	6X	12X
Full page ads	\$1405	\$1335	\$1265	\$1195
½ page ads	\$840	\$800	\$755	\$715
¼ page ads	\$460	\$435	\$415	\$390
2-Color ads add 3% on b/w rates.				
4-Color rates (only available on covers)				
	1X	3X	6X	12X
Full page ads	\$1505	\$1435	\$1365	\$1295
Cover 2 and 3	\$1905	\$1835	\$1765	\$1695
Back cover	\$1905	\$1835	\$1765	\$1695

Contract Requirements

A 15% agency discount is granted to advertising agencies when an invoice is paid within 30 days. Invoices are rendered on issue date along with a tear sheet from the magazine.

Advertising is subject to publisher's approval.

Inserts

Rates are available upon request. Bind-ins must meet postal requirements.

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Rosanne Coffey
Advertising Manager
1-800-321-0411 ext. 116
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