

# Reporter

## Print & Digital

# Media Kit

# 2025

More than

50 Years

as the official newspaper of  
The Lutheran Church—  
Missouri Synod



# 50 years of REPORTER and counting!



**Reporter**, the official newspaper of The Lutheran Church—Missouri Synod (LCMS), is the Synod's principal means of reaching its members — the churches and workers of the LCMS. In 2024, *Reporter* turns 50, and you are invited to the party!

Reach your core audience with ads in both the print and digital editions of *Reporter*. For yet another way to share your message, ask us about slick inserts: glossy, full-sized inserts that are mailed with the print edition.

For over five decades, *Reporter* has kept the churches and workers of the LCMS informed about the news, people, events and resources that equip them for ministry. The print edition of *Reporter* reaches the most influential mailboxes in the Synod every month, and the digital edition ([reporter.lcms.org](http://reporter.lcms.org)) carries that reach even further, as content is emailed to subscribers and shared with countless others on the Synod's website and social media channels.

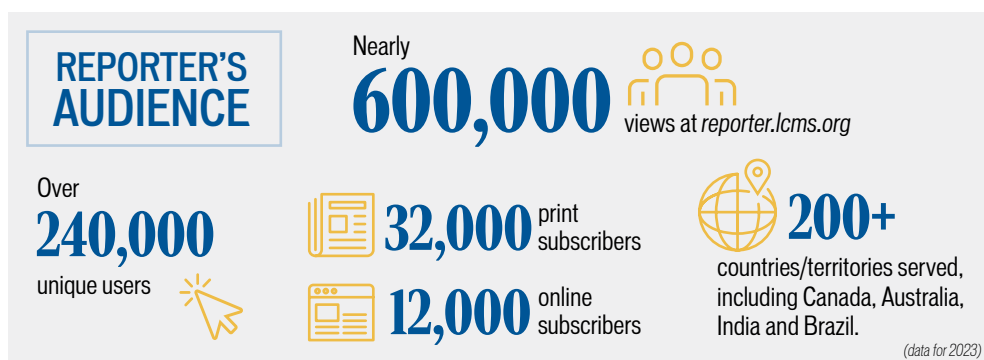
## FROM OUR ADVERTISERS

**“Advertising in *Reporter* helps us get closer to our core audience ... and helps drive us closer toward our goals.”**

CRISTY GROWCOCK, Marketing Manager, Lutheran Church Extension Fund

**“For more than 10 years, *Reporter* has played a vital role in helping the Foundation reach our audience of LCMS church workers and other members of the church. More recently, with digital advertising, *Reporter* has extended that reach to countless others who read *Reporter's* content online. The Foundation is thankful for these years of partnership and wishes *Reporter* a happy 50th birthday and God's blessings for 50 more!”**

DAVID FIEDLER, President, LCMS Foundation



You can be a part of that reach, supporting the church while bringing your valuable message to those who can most benefit from it.

For more information about print, digital or slick insert advertising in *Reporter*, email [bonnie.parker@lcms.org](mailto:bonnie.parker@lcms.org).



Since 1975  
Official newspaper of The Lutheran Church—Missouri Synod  
**Reporter**

# Print Guidelines

## AD SIZES – PRINT

	WIDE (INCHES)	TALL (INCHES )
Full Page	10.375	15.75
1/2 Page	10.375	7.75
1/4 Page	4	10
	6.25	6.75
	8.25	4.75
1/8 Page	2	10.25
	4	5
	6.25	3.5

## AD RATES – PRINT

	1X	3X	6X
Full Page	\$4,305	\$4,090	\$3,915
1/2 Page	\$2,420	\$2,300	\$2,180
1/4 Page	\$1,410	\$1,340	\$1,285
1/8 page	\$810	\$770	\$730

**NOTE:** Increased frequency lowers your rate and increases the impact of your advertising campaign.

*Reporter* is printed on newsprint stock, meaning reproduction will look different from the appearance on your monitor or on glossy paper used in magazines.

## REQUIREMENTS

- All ad elements must be in **CMYK**. Black text, borders and rules must be in 100% black. Black-and-white images must be in Grayscale mode. Do not use RGB, spot colors or LAB color anywhere.
- Total ink coverage (the sum of percentages of each ink used in a four-color process mix) must not exceed 260%. This applies to all four-color process elements: text, strokes, fills, etc. For example, 100% cyan + 100% magenta + 40% yellow + 5% black = 245%. The smaller this number, the better.
- No bleeds.
- Photo resolution minimum 200 dpi, maximum 300 dpi.
- File format – high-res PDF.

## RECOMMENDATIONS

- Try to keep your design simple to improve printability and readability.
- Large areas of color, or ads that are all reversed out of a color, should be avoided. The amount of ink will lead to smudging as well as changes in hue, density and registration.
- Sans serif fonts will print better than serif fonts, especially in smaller text. The light, extra-light or thin version of fonts may be too light to read, particularly in color. Small text should always be set to black and not reversed out of a color.
- Use color text sparingly. Black text prints best.
- Avoid overlaying color text on a color background. Often there is not enough contrast for readability.
- If reverse type is used, ensure font is large enough, and aim for high contrast between lettering and background. Keep in mind, studies show reverse type **lowers** reading comprehension.
- Practices for best reproduction on newsprint include:
  - Min. size for color text in a serif font: 12 pt.
  - Min. size for color text in a sans serif font: 8 pt.
  - Min. size for reverse (white) text on a four-color process background: 12 pt.
  - Min. size for reverse (white) text on a black background: 10 pt.
  - Min. size for a four-color rule or stroke: 2 pt.
- Color gradations in graphics can be problematic to reproduce on newsprint.
- Use the “U.S. Web Uncoated v.2” profiles to convert RGB photos to CMYK.
- Your logo is a graphic — be sure it is sized large enough to print correctly.

Please design your print ad in InDesign, Quark or other layout software. **Do not** build ads in Photoshop.

We do not provide ad composition services, but if you have questions about how to implement any of these guidelines, do not hesitate to contact us.

Submit all files to [bonnie.parker@lcms.org](mailto:bonnie.parker@lcms.org).

# Deadlines

## 2025 DATES – DIGITAL AND PRINT

ISSUE	AD-CUTOFF	ART DUE	*PRINT DATE
January 2025	11/27/24	12/04/24	12/12/24
February	01/08/25	01/15/25	01/23/25
March	02/05/25	02/12/25	02/20/25
April	03/05/25	03/12/25	03/20/25
May	04/09/25	04/16/25	04/24/25
June	05/07/25	05/14/25	05/22/25
July	06/04/25	06/11/25	06/19/25
August	07/09/25	07/16/25	07/24/25
September	08/06/25	08/13/25	08/21/25
October	09/03/25	09/10/25	09/18/25
November	10/01/25	10/08/25	10/16/25
December	10/29/25	11/05/25	11/20/25
January 2026	11/26/25	12/03/25	12/18/25

\*Print date indicates the date print publication is mailed. Digital ads will post to the website the first day of the month.

# Digital Guidelines

Digital advertising is an ideal way to enhance the impact of your print advertising. Remember to:

- Keep designs simple
- Choose a clear and compelling call to action
- Frame the image

## SPECIFICATIONS

- File formats – JPG or PNG
- Include master layer Photoshop file or TIFF if available
- Recommended 16pt font size
- Tools for creating ad files: Photoshop, Illustrator, [canva.com](https://canva.com)
- Article for possible reference: “14 Design Practices For Display Ads” <https://thelc.ms/display-ads-article-1>

## AD SIZES – DIGITAL

	WIDE (PIXELS)	TALL (PIXELS)
Tall Sidebar Ad	336	560
Sidebar Ad	336	280
Post Ad	468	140

## AD RATES – DIGITAL

	1X	3X	6X
Tall Sidebar Ad	\$1,410	\$1,295	\$1,235
Sidebar Ad	\$700	\$630	\$590
Post Ad	\$490	\$450	\$420



**Tall Sidebar Ad**  
336 x 560 px

**Sidebar Ad**  
336 x 280 px

**Post Ad**  
468 x 140 px