

	4X PER YEAR & DIGITAL EXPOSURE
THE ASSOCIATION PUBLICATION	
	WHERE FAITH MEETS

ASPIRE MEDIA KIT

Aspire, the official publication of the Religious Conference Management Association (RCMA), provides comprehensive, in-depth editorial on the special issues that are important to the planners of religious conferences and meetings. Readers rely on *Aspire* for clear how-to information and trends that address their unique meeting concerns.

+ *Aspire has 2,612 qualified subscribers who are members of the Religious Conference Management Association*

+ *Aspire has an audience of 5,007 reach per issue with pass-along readership*

Aspire magazine is the “official and premier magazine of the religious meetings industry in North America,” says Harry Schmidt, President/CEO of the RCMA. The quarterly magazine delivers all the news of the association, and is an integral part of the equation that drives RCMA’s mission: *Aspire*, Where Faith Meets. “RCMA is the proven faith-based association for meeting planners and suppliers, nurturing a community that inspires exceptional meetings,” Schmidt adds. RCMA’s members are 100% qualified religious event professionals. The publication also offers case studies, how-to information, and opinions geared to the specific needs of the religious conference planning community.

MAGAZINE

Demographics

WHAT IS ASPIRE AND THE RCMA?

1. *Aspire* is the official publication of the Religious Conference Management Association (RCMA).
2. RCMA represents over 800 diverse religious organizations.
3. RCMA members are responsible for planning 7,200 conventions, meetings, assemblies and retreats, which annually attract more than 5.4 million participants.
4. Founded in 1972, RCMA is dedicated to enhancing the professionalism of its members and improving the experience of religious meeting attendees throughout the world.

QUICK FACTS

- + **\$367k** The average annual budget our readers allocate for meeting and trade show activities
- + **14** The average number of meetings planned by our readers per year
- + **53%** The number of readers who plan five or more meetings per year
- + **511** The average number of attendees per meeting
- + **1,330** The attendance at readers' annual conventions
- + **3.5 days** The average number of days for each convention
- + **5.3m** The number of attendees at RCMA member meetings last year



44% visited an advertiser website after seeing an advertisement in *Aspire*

MAGAZINE PRINT

EDITORIAL and DEADLINES

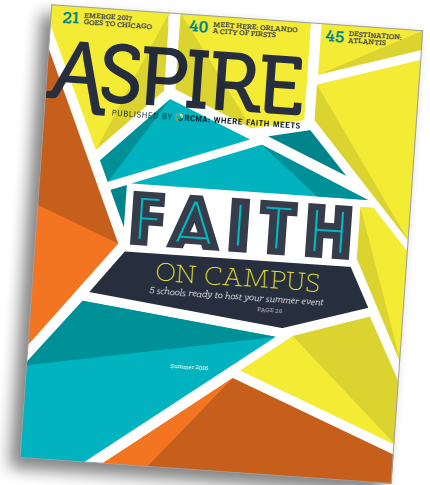
IN EVERY ISSUE

RCMA info – Important and timely news and information from the Religious Conference Management Association

Connections – News and views from religious meeting planners

Lessons – Commentary and columns from experts in the field. Each issue includes insights from authorities on legal matters and other areas

Sites – News of facility openings, renovations and expansions, plus on-location reports



Issue Date	Ad Space Reservation	Ad Materials Due	Delivery
Spring 2017	1/6/17	1/20/17	3/10/17
Summer 2017	4/7/17	4/21/17	6/9/17
Fall 2017	6/30/17	7/14/17	9/1/17
Winter 2017	9/29/17	10/13/17	12/1/17

MAGAZINE PRINT

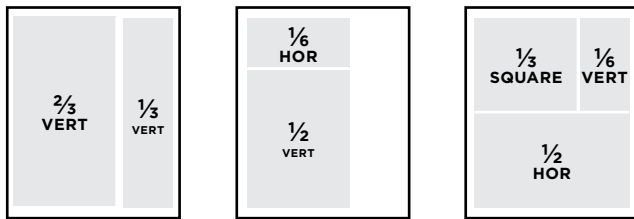
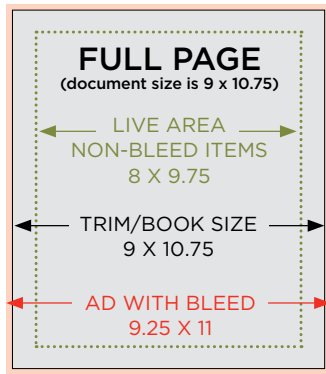
RATES

2017 ASPIRE RATES

Frequency	1X	4X	Premium Positions	
Full Page	\$4,990	\$3,990	Back Cover	+ 20%
2/3 Page	\$4,615	\$3,690	Covers 2&3	+ 15%
1/2 Page	\$4,065	\$3,250	Page 1	+ 15%
1/3 Page	\$3,590	\$2,870	Opposite Table of Contents	+ 15%
1/6 Page	\$2,780	\$1,990		

Available Upon Request: reprints, inserts, Post-It® notes, gatefolds, cover wraps, polybags, tip-ons

AD SPECS and MECHANICALS



AD SIZES

	width	x	height
Final Book Size	9"	x	10.75"
Full-page bleed	9.25"	x	11"
Full-page live area	8"	x	9.75"
2/3 page	5"	x	9.5"
1/2 page (horizontal)	8"	x	4.625"
1/2 page (vertical)	5"	x	6.75"
1/3 page (square)	5"	x	4.625"
1/3 page (vertical)	2.5"	x	9.5"
1/6 page (horizontal)	5"	x	2.5"
1/6 page (vertical)	2.5"	x	4.625"

QUESTIONS?

If you have questions, please call 612.548.3180 or email RCMAads@tigeroak.com.

MATERIAL REQUIREMENTS

PREFERRED FILE FORMAT: **PDF/X-1a**

Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

Native files are discouraged, but we will accept InDesign CS files. InDesign's "Package" will ensure that fonts and images are included with the page layout document.

IMAGE RESOLUTION/COLORS

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL PAGE REQUIREMENTS

Live Area: Keep non-bleed images and text .5" in from the trim size to guarantee those elements will not be trimmed off.

Bleed: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

Export Settings: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

AD MATERIALS SUBMISSION

Email: RCMAads@tigeroak.com

Max file size 5 MB. Include name of advertiser and issue of publication.

Upload: www.wetransfer.com

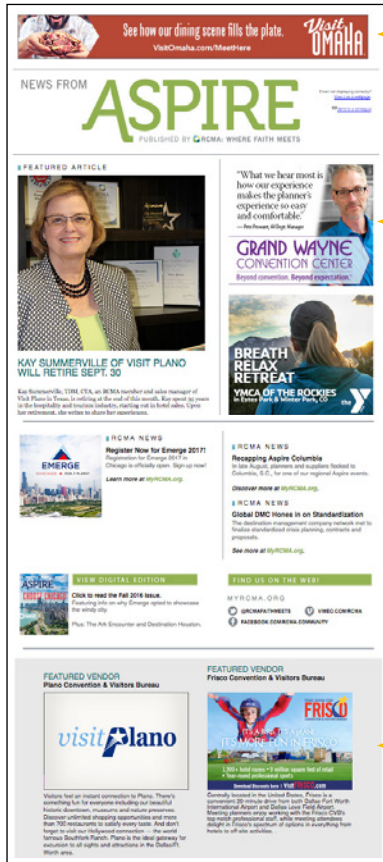
- Click the "Take me to free" button
- Click "I agree" to the Terms and Conditions and follow the instructions to "Add files" and "emails".
- Include advertiser name, issue of publication and a contact name/number in the message field.

You may also sign up for Dropbox free or use your existing account (www.dropbox.com)

Receipt of ad materials will be acknowledged within two business days. For ad design services, please allow up to five working days for a proof to be sent to you.

ONLINE

E-NEWSLETTERS



LEADERBOARD
728 x 90px
\$595 per newsletter
(1 available)

POWER BOX
300 x 250px
\$595 per newsletter
(3 available)

FEATURED VENDOR
300 x 200px
Up to 50 words
\$595 per newsletter
(2 available)

WEB



WEB COVER
221 x 86px
\$295 a month
(Rotating Position)

MATERIAL REQUIREMENTS

FILE REQUIREMENTS
Static .JPG or animated .GIF
RGB color
72 dpi
Maximum file size 50k

FLASH ADS
Maximum file size 200KB
.SWF file publish settings:
Player - Flash 10.1 or lower
Script - Action Script 3.0 or lower

Must have exact clickTag in the ActionScript:
`on (release) {
 getUrl(clickTag,"_blank");
}`

Delivered monthly, our e-newsletters are a perfect companion to include in your marketing mix.

E-NEWSLETTER ADS SCHEDULE

PUBLISHED 2ND WEDNESDAY EACH MONTH

MONTH	AD SPACE	ADS DUE	PUBLISHED
January 2017	1/4/17	1/6/17	1/11/17
February 2017	2/1/17	2/3/17	2/8/17
March 2017	3/1/17	3/3/17	3/8/17
April 2017	4/5/17	4/7/17	4/12/17
May 2017	5/3/17	5/5/17	5/10/17
June 2017	5/31/17	6/2/17	6/7/17
July 2017	7/5/17	7/7/17	7/12/17
August 2017	8/2/17	8/4/17	8/9/17
September 2017	9/6/17	9/8/17	9/13/17
October 2017	10/4/17	10/6/17	10/11/17
November 2017	11/1/17	11/3/17	11/8/17
December 2017	12/6/17	12/8/17	12/13/17
January 2018	1/3/18	1/5/18	1/10/18

WEB ADS SCHEDULE

ONLINE 1ST OF EACH MONTH

MONTH	ADS DUE
January 2017	12/9/16
February 2017	1/13/17
March 2017	2/10/17
April 2017	3/10/17
May 2017	4/14/17
June 2017	5/12/17
July 2017	6/9/17
August 2017	7/14/17
September 2017	8/11/17
October 2017	9/15/17
November 2017	10/13/17
December 2017	11/17/17
January 2018	12/8/17

AD MATERIALS SUBMISSION

Email web or e-newsletter ads to RCMAads@tigeroak.com

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