



We project that more than 30,000 people interested in Mennonite Church USA read what we publish, and we have reliable information that most of these readers are the opinion shapers and gatekeepers in their congregations. By purchasing advertisements in any or all the media we publish, you will be able to get your message in front of these leaders.*

We are now more than a print magazine. We also manage content on our website and publish two free electronic magazines (ezines) that continue to attract subscribers. Advertising in any or all these media is available at reasonable prices. Here are the readership numbers for each medium.

The Mennonite print magazine currently has approximately 21,000 readers. According to Google Analytics, we average 11,000 “absolutely unique visitors” each month at our website (www.themennonite.org).

TMail, a free weekly ezine, now has approximately 2,700 subscribers. *Meno Acontecer*, the free Spanish-language ezine for Hispanic leaders, has 700 subscribers. We offer a 10 percent discount on the prices of all ads when an advertiser simultaneously advertises in *The Mennonite*, on our website and in one of the ezines.

*The 2010 survey shows that more than 90 percent of readers are or have been leaders in the church; the survey also showed a “pass-along” rate of 2.31 percent for the 9,500 copies we print.

The Mennonite 2011 Closing Schedule

2011 Issues	Reservation Due	Materials Due	Mail Date
January	December 1	December 3	December 23
February	January 5	January 7	January 21
March	February 2	February 4	February 25
April	March 2	March 4	March 25
May	April 6	April 8	April 29
June	May 4	May 6	May 27
July	June 1	June 3	June 24
August	July 6	July 8	July 29
September	August 3	August 5	August 26
October	August 31	September 2	September 23
November	October 5	October 7	October 28
December	November 3	November 5	November 28

2011 Issue Focus

The Mennonite will no longer have special theme issues. Instead we will have theme sections. For example, we will have a theme section in the January 2011 issue that focuses on Mennonite schools. We also expect the November 2011 issue to have a theme section for Missions Month. We are also working with Mennonite Health Services Alliance to have a theme section some time in 2011 that focuses on Mennonite retirement communities.



Ad Copy Requirements

The Mennonite can carry your display advertising in various sizes and configurations. Please supply artwork at least two weeks before the publication date in accordance with these guidelines:

- **Preferred:** As a PDF distilled at the highest quality setting
- EPS and TIF files are accepted with a minimum resolution of 600 dpi. Specify all colors as standard process color (CMYK), grayscale or B&W (no RGB).

We do not provide: design, layout or production services. The advertiser is responsible for obtaining these from outside sources, but we can put you in touch with a designer if requested.

Copy/Contract Regulations

Advertisers or the advertisers' agencies assume full responsibility for all advertising content, including text, representation and illustrations. The word "advertisement" may be placed above copy that, in the opinion of the editor, resembles editorial material. *The Mennonite* reserves the right to reject any advertising it considers to conflict with the goals of the magazine.

- Cancellations are not accepted after space reservation closing dates.
- Request advertising space at least four weeks prior to issue date.
- Invoices and tear sheets will be sent after publication.
- Full payment is due within 30 days of the invoice date.

\$200 1/8 page horizontal 3.542 x 2.191	\$300 1/4 page vertical 3.542 x 4.588	\$575 1/3 page vertical 2.306 x 9.363
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\$575 1/3 page horizontal 7.250 x 2.960	\$825 1/2 page vertical 3.542 x 9.363	\$826 1/2 page horizontal 7.250 x 4.588
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\$1,075 2/3 page vertical 4.778 x 9.363	\$1,075 2/3 page horizontal 7.250 x 6.200	\$1,500 Full page 7.250 x 9.363
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\$1,500 Full-page bleed 8.375 x 11.125 (full bleed)	Full-bleed area: 8.375 x 11.125 Trim size: 8.125 x 10.875 Live area: 7.375 x 9.875 Design for a full-bleed ad must provide space for the folio: .5" in bottom margin.
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Advertising Rates

MC USA agencies, conferences, institutions and congregations (Level I)

Frequency	1X	3X	6X	12X
Full page	\$1,500	\$1,300	\$1,100	\$1,000
2/3 page	1,075	975	875	775
1/2 page	825	750	700	650
1/3 page	575	500	475	450
1/4 page	300	270	240	210
1/8 page	200	180	160	140

Mennonite-related organizations (Level II)

Frequency	1X	3X	6X	12X
Full page	\$1,650	\$1,500	\$1,350	\$1,200
2/3 page	1,150	1,000	900	800
1/2 page	900	800	700	600
1/3 page	600	550	500	450
1/4 page	330	300	270	240
1/8 page	225	200	180	160

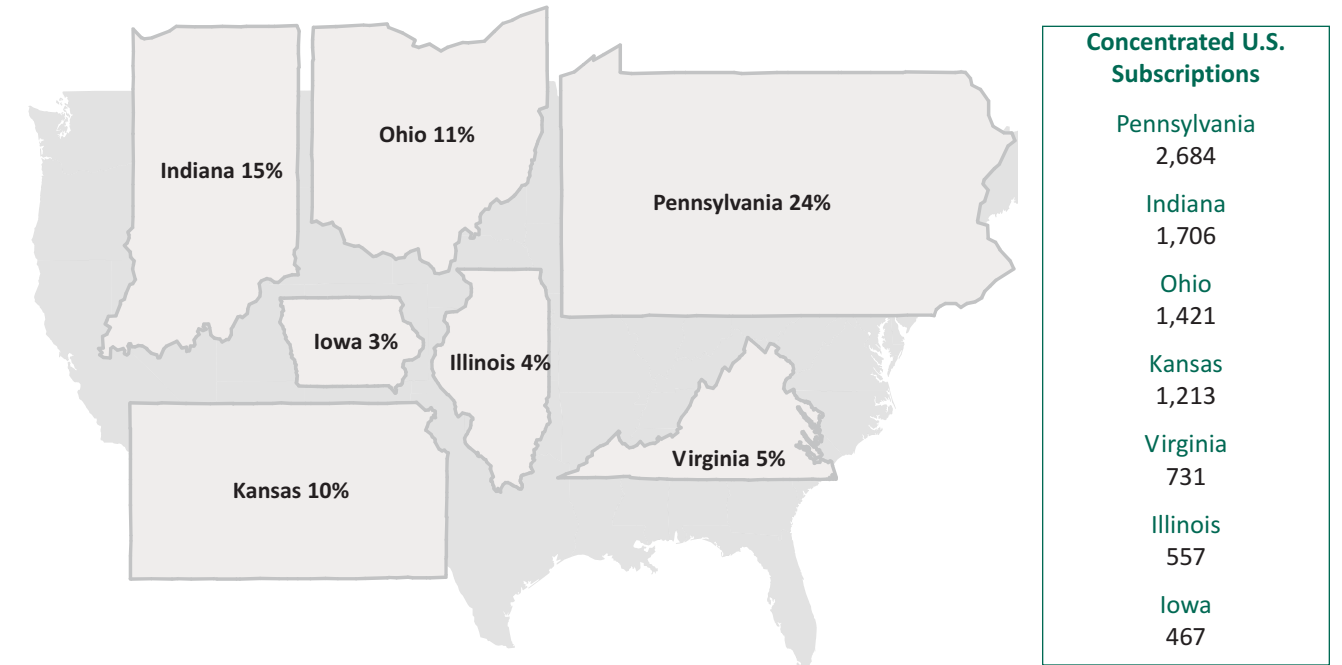
Christian, nonprofit and general advertisers (Level III)

Frequency	1X	3X	6X	12X
Full page	\$1,800	\$1,700	\$1,600	\$1,500
2/3 page	1,250	1,175	1,025	900
1/2 page	1,000	900	800	700
1/3 page	700	630	560	490
1/4 page	360	330	310	280
1/8 page	230	210	180	160

Advertising Alternatives

Preprinted Inserts

Customer-supplied, preprinted inserts can be stitched in or poly-bagged with the magazine. Advertisers have the choice of sending their inserts to individual U.S. states (minimum 200 addresses) or combination of states, all U.S. states only, U.S. and Canada, or all addresses. *The Mennonite* has readers in all 50 states, most Canadian provinces and overseas. The map below indicates our heaviest concentrations:



IPC Print Services, printer of *The Mennonite*, can be contacted for your pre-printed inserts at 888-563-3220. If you print your insert elsewhere, it needs to arrive at our printer at least three weeks prior to the issue date, preferably untrimmed (especially at the top) and not folded.

The Mennonite charges \$1,102 for your insert. Other charges include trimming, folding, stitching and extra postage (due to the added weight of the insert) and any other production costs that may occur. Contact Rebecca Helmuth at 800-790-2498 for more information.

Classified Advertising

These little ads pack a powerful punch! Whatever audience you want to reach -- job seekers, buyers, prospective students and more -- will come looking for you when your ad is placed in the classifieds section of *The Mennonite*. Our classified rate is \$1.30 per word, with a \$30 minimum charge. Frequency discounts are also available.

Classified text ad frequency discounts:

- 5 percent discount applied to classified ads scheduled in three or more issues.
- 10 percent discount applied to ads scheduled for placement in six or more issues.
- 20 percent discount applied to ads scheduled for placement in twelve issues.

CLASSIFIEDS

Advertising space in *The Mennonite* is available to congregations, conferences, businesses and churchwide boards and agencies of Mennonite Church USA. Cost for one-time classified placement is \$1.30 per word, minimum of \$30. Display space is also available. To place an ad in *The Mennonite*, call 800-790-2498 and ask for Rebecca Helmuth, or email advertising@themennonite.org.

Bluffton University invites applications for a **full-time, three-year (with possibility for continuation), non-tenure-track program development position in public health** beginning Fall 2011. Qualifications: PhD, ABD or international equivalent; experience in public health; evidence of excellence in teaching and mentoring students; interest and energy to develop the program, collaborating with colleagues from multiple disciplines, students and the community; commitment to excellence in the liberal arts education and to social justice. Responsibilities: implementing new program (major and minor), recruiting students, mentoring and advising students, and nurturing research and work placement opportunities for students. Additional information regarding the position description is available at www.bluffton.edu. Review of applications begins immediately and continues until an appointment is made. Compensation is commensurate with education and experience within the university pay scale. Send letter of interest, vita or resumé, three letters of reference (submitted directly from referee), and official transcripts to Elaine Suderman, Academic Affairs, 1 University Drive, Bluffton, Ohio, 45817-2104. Bluffton University welcomes applications from all academically qualified people who respect the Anabaptist/Mennonite peace church tradition and endorse Christian higher education in a liberal arts environment. Members of underrepresented groups are encouraged to apply. EOE.

Eastern Mennonite University announces a full-time **department chair position in Nursing** beginning Fall 2011. Ph.D. in nursing or other terminal degree required. Provide leadership to the department of nursing, which included the traditional Baccalaureate Program, RN-BSN Adult Degree Program and the MSN in Leadership and Management. Twelve-month contract, salary determined by education and experience. Eastern Mennonite University uses an extended contract system. Send letter of application, curriculum vitae, transcripts (unofficial acceptable), and three reference letters to Nancy R. Heisey, Vice President and Undergraduate Academic Dean, Eastern Mennonite University, Harrisonburg, VA 22802. <http://www.emu.edu>. ugdean@emu.edu Applicants will be acknowledged by letter. Review begins immediately. Applicants will be asked to respond to questions specific to EMU's mission after the initial inquiry. EMU reserves the right to fill the position at any time or keep the position open. AAEO employer. We seek applicants who bring gender, ethnic and cultural diversity.

Eastern Mennonite University announces a full-time, continuing faculty position in **special education and teacher education** Ph.D. or Ed.D. in special education and/or related field; special education teaching experience required; additional generalist or specialist qualifications desirable. Teacher licensure, higher education experience, scholarly research and knowledge of NCATE preferred. Provide high quality instruction and leadership in an NCATE-accredited K-12 special education teacher education program grounded in the liberal arts. Responsibilities include teaching undergraduate special education and generalist/specialist elementary/secondary curriculum and method courses; graduate teaching in M.A. in Education program; advising; field experience supervision; collaboration with other disciplines across campus. The successful candidate will have a commitment to the department's mission to prepare competent, caring, reflective practitioners who advocate for children and youth, develop caring learning environments, initiate and respond creatively to change, value service to others and integrate theory and practice in diverse classrooms. Participation in scholarly activities, and engagement in department, university and community service expected. Send letter of application, curriculum vitae, transcripts (unofficial acceptable) and three letters of reference to Dr. Nancy Heisey, Vice President and Undergraduate Academic Dean, Eastern Mennonite University, 1200 Park Road, Harrisonburg, VA 22802. <http://www.emu.edu>. Email: ugdean@emu.edu. Application review begins immediately. Position will begin Fall 2011. EMU reserves the right to fill the position at any time or keep the position open. AAEO employer. We seek applicants who bring gender, ethnic and cultural diversity.

Eastern Mennonite University announces a full-time **faculty position in the department of nursing** beginning Fall 2011. Doctoral degree in nursing or other terminal degree preferred. Teach classes in pediatric nursing and supervise clinical experiences in a tertiary medical center. Also include possible teaching in an online MSN program in leadership/management, and assisting with laboratory learning, supervising students in their family experience and assisting with other learning experiences as needed. Student advising, university service, and ongoing professional scholarship expected. Nine-month contract, salary determined by education and experience. Eastern Mennonite University uses an extended contract system. Send letter of application, curriculum vitae, transcripts (unofficial acceptable), and three reference letters to Nancy R. Heisey, Vice President and Undergraduate Academic Dean, Eastern Mennonite University, Harrisonburg, VA 22802. <http://www.emu.edu>. ugdean@emu.edu Applicants will be acknowledged by letter. Review begins immediately. Applicants will be asked to respond to questions specific to EMU's mission after the initial inquiry. EMU reserves the right to fill the position at any time or keep the position open. AAEO employer. We seek applicants who bring gender, ethnic and cultural diversity.

Eastern Mennonite University announces a full-time, ongoing **faculty position in Spanish** beginning Fall 2011. Ph.D. in Spanish, or related field, preferred; teaching experience required. Native speaker preferred; near-native fluency required. Provide leadership for a robust Spanish and Spanish education program offered within the context of a campus committed to "educating students to serve and lead in a global context" as well as lead in the further development of a foreign language program. Teaching areas include upper-level Spanish with preference for candidates with expertise in linguistics, pedagogy and literature. Salary and rank determined by education and experience. Send letter of application, curriculum vitae, transcripts (unofficial acceptable), and three references to Nancy R. Heisey, Vice President and Undergraduate Academic Dean, Eastern Mennonite University, Harrisonburg, VA 22802. <http://www.emu.edu>. Applicants will be acknowledged by letter. Review begins immediately. Applicants will be asked to respond to questions specific to EMU's mission after the initial inquiry. EMU reserves the right to fill the position at any time or keep the position open. AAEO employer. We seek applicants who bring gender, ethnic and cultural diversity.

Answers to the page 61 puzzle

B	E	H	E	M	O	T	H	O	H
I	L	E	V	A	T	H	A	N	U
D	E	P	A	R	V	O	W	S	
A	C	H	O	I	C	E	S	E	
D	B	U	Z	A	C	H	N	W	S
E	S	A	T	A	N	A	R	A	B
S	O	R	E	A	N	G	E	L	I
N	M	M	E	E	S	E	B		
S	E	A	L	E	D	S	E	E	

Rosedale Bible College presents the 11th **Evangelical Anabaptist Symposium** November 11—13, 2010

Salvation: Exploring the Soul of the Evangelist, Proclaiming the Good News

Lawrence Chiles
Salvation in the City

Abraham Ndungu
Salvation in the Developing World

Conrad Showalter
Salvation in Middle America

Reuben Sairs
Atonement: The Means of Salvation

Troy Miller
Salvation and the Millenniums

Dan Ziegler
What Are We Proclaiming?

Register at www.rosedale.edu

Conrad Grebel University College

PRESIDENT FOR CONRAD GREBEL UNIVERSITY COLLEGE

The Board of Governors of Conrad Grebel University College invites applications and/or nominations for the position of President, expected to be effective July 1, 2011. Conrad Grebel University College is a liberal arts college founded by the Mennonite Church, affiliated with the University of Waterloo, and grounded by its Christian identity and Anabaptist/Mennonite heritage.

The ideal candidate will have demonstrated ability for engaging various communities in fostering:

- the College values and mission – to seek wisdom, nurture faith, and pursue justice and peace in service to church and society;
- its programs, which embrace undergraduate courses in Arts including the University of Waterloo Music and Peace & Conflict Studies program, a graduate Theological Studies program, and an exceptional undergraduate residence and student life program. The resources of the College Library and Archives support these programs.

The College is committed to employment equity. Preference will be given to candidates who stand within the Anabaptist/Mennonite tradition and have earned a doctorate. All inquiries will be kept in strict confidence. Applications and resumes should be received by **November 1, 2010** and be addressed to:

The Chair
Presidential Search Committee
Conrad Grebel University College
140 Westmount Road S.
Waterloo, ON, N2L 3G6, CANADA
E-mail: grebelsearch@waterloo.ca
Profile and other details are found at:
http://www.grebel.unwaterloo.ca/contact/presidential_search.html

The Mennonite's Web Site

The Mennonite's website offers many multimedia features, such as slide shows, blogs, podcasting and audio file downloads. The site's interactive features, such as the ability to post responses to articles and poll questions, is building an online community for people who share a passion for Mennonite Church USA and want to stay connected through worldwide church news, events and discussions. In September 2010, the website received 33,000 pageviews.

Web page banner ad:

- Ad runs on the homepage and every web page
- Cost is \$150 per week
- Ad requirements: 160x600 pixels vertical

TMail

TMail is a free, weekly e-zine with 2,780 subscribers

TMail banner ad:

- Ad runs vertically on the top right of the e-zine
- Cost is \$50 per week
- Ad requirements: 480x160 pixels vertical

TMail lower ad:

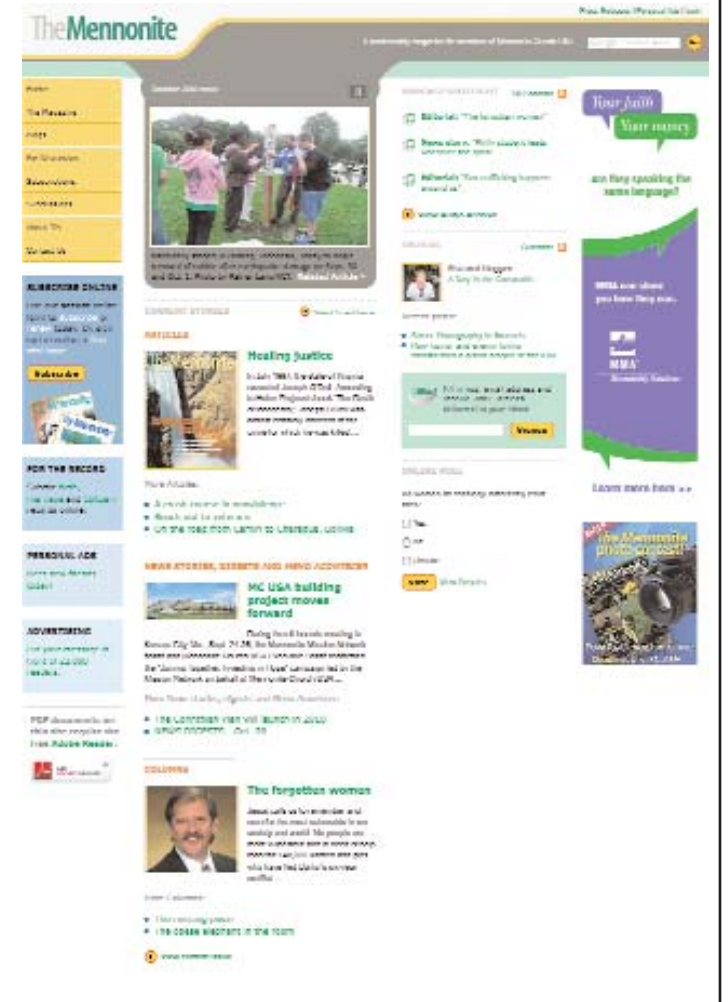
- Ad runs vertically on the right of the e-zine, below the large ad
- Cost is \$30 per week
- Ad requirements: 160x200 pixels vertical

Meno Acontecer

Meno Acontecer is a free, Spanish-language, monthly e-zine with 700 subscribers.

Meno Acontecer banner ad:

- Ad runs vertically on the top right of the e-zine
- Cost is \$200 per month
- Ad requirements: 160x480 pixels vertical and content in Spanish



Who Reads *The Mennonite*



Readership Profile

- Subscribers: 9,500
- Readership: 21,488 (per 2010 readership survey)
- 98 percent hold or have held church leadership roles
- 93 percent are affiliated with Mennonite Church USA
- 79 percent are longtime readers (11 years or more) of *The Mennonite* and its successors
- 54 percent are or have been part of a pastoral team
- 27 percent have contacted an organization, school or company due to an advertisement in *The Mennonite*