

# ***THE CALL ...to be one in Christ***

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**Audience:** Active and retired clergy, lay leaders, religious communities, and interested friends.

**Circulation:** As of December 2025, our newsletter reached over 4,800 recipients in the Pennsylvania counties of Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland and beyond.

## **2026 ADVERTISING SCHEDULE & RATES**

| <b>ISSUE</b> | <b>COMMITMENT DEADLINE</b> | <b>SUBMISSION DEADLINE</b> | <b>IN MAILBOXES GOAL DATE</b> |
|--------------|----------------------------|----------------------------|-------------------------------|
| FEBRUARY     | JAN 23 <sup>rd</sup>       | FEB 2 <sup>nd</sup>        | FEB 19 <sup>th</sup>          |
| APRIL        | MAR 9 <sup>th</sup>        | MAR 30 <sup>th</sup>       | APR 16 <sup>th</sup>          |
| JUNE         | May 21 <sup>st</sup>       | JUN 1 <sup>st</sup>        | JUN 18 <sup>th</sup>          |
| SEPTEMBER    | AUG 20 <sup>th</sup>       | AUG 31 <sup>st</sup>       | SEPT 17 <sup>th</sup>         |
| DECEMBER     | NOV 5 <sup>th</sup>        | NOV 16 <sup>th</sup>       | DEC 10 <sup>th</sup>          |

### **Classified Advertisements (Text only):**

- **\$20** for 40 words or fewer
- **\$30** for 41-80 words, etc. (add \$10 for each increment of 40 words)

### **Display Advertisements with Graphic(s):**

- Cost **\$370** for a display ad, full page = 10" high x 8" wide
- Cost **\$190** for a display ad, 1/2 page = 5" high x 8" wide
- Cost **\$100** for a display ad, 1/4 page = 5" high x 4" wide

### **Submitting Display Advertisements:**

- Please submit artwork as a **high-resolution** (300 dpi) **image file** (.jpg, .png, or .tiff). **Artwork will print in grayscale.** Artwork not submitted in grayscale will be converted to such prior to publication. Please keep in mind that digital images tend to print darker than they appear on your screen and adjust accordingly for maximum legibility.
- Christian Associates can create ad artwork for you based on submitted text—please contact us for more details.

All display ads purchased for *The Call* will also run in our monthly e-newsletter, *Unity n'At*, until the next publication month. (For example, an ad purchased to run in the June-July-August issue of *The Call* will also run in the June, July, and August editions of *Unity n'At*.) *Unity n'At* ads run in color, so you may wish to submit both color and black-and-white versions of your display ad.

Christian Associates reserves the right to screen ads for appropriate imagery and messaging for our audience.

For all advertisement submissions, questions, or concerns, contact:

Melanie Linn Gutowski, [mlgutowski@casp.org](mailto:mlgutowski@casp.org)  
412-688-9070

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**Christian Associates of Southwest Pennsylvania**

*A Unifying Voice in the Name of Jesus Christ for the mission of the Gospel and the Wholeness of Communities.*

