



Publishing Information

- ▣ **Readers per issue:** 5,000
- ▣ **Subscription price:** \$25.99
- ▣ **Single-issue price:** \$6.99
- ▣ **Frequency:** 4 times a year

About Salvo

Blasting holes in scientific naturalism, marveling at the intricate design of the universe, and promoting life in a culture of death. Critiquing art, music, film, television, and literature, interrupting mass media influence, and questioning the sanity of our consumerist lifestyle. Countering destructive ideologies, replacing revisionist fictions with undeniable facts, and paring away political correctness. Debunking the cultural myths that have undercut human dignity, all but destroyed the notions of virtue and morality, and slowly eroded our appetite for transcendence. Recovering the one worldview that actually works.

Editorial Personnel

Founder and Editorial Director: Richard A. Moselle

Executive Editor: James M. Kushiner

Senior Editors: Rebecca Hagelin, Bobby Maddex, Casey Luskin, Marcia Segelstein

Contributing Editors: Hunter Baker, Terrell Clemmons, Regis Nicoll, Robin Phillips, Leslie Sillars

Columnists

Michael Cook, Herb London, Denyse O’Leary, Judith Reisman

Editorial Advisory Board

| | |
|--------------------------|--------------------|
| Francis J. Beckwith | Michael Medved |
| Mark Brumley | Stephen Meyer |
| Paul Copan | J. P. Moreland |
| William Dembski | Paul Nelson |
| Dinesh D’Souza | Mitch Pacwa |
| Norman Geisler | John Mark Reynolds |
| Robert P. George | Jay Richards |
| Gary Habermas | Hugh Ross |
| Hugh Hewitt | Fr. Ron Tacelli |
| Phillip E. Johnson | John West |
| Gregory Koukl | W. Bradford Wilcox |
| Frederica Mathewes-Green | |



“Salvo is setting the pace for intelligent discussion and Christian cultural engagement today.”
—Mark Brumley President, Ignatius Press

“I recommend Salvo with enthusiasm. This stunning magazine takes direct aim at the destructive consequences that follow from the scientism embraced by some of the cognitive elites of our culture.”
—Phillip E. Johnson
Professor of Law Emeritus at the University of California, Berkeley

Terms & Conditions

- ▣ All advertising requests must be confirmed by a signed purchase order or a letter of request.
- ▣ The publisher reserves the right to reject or cancel any advertising, including for unacceptable appearance.
- ▣ The publisher is not responsible for errors due to improper file preparation.
- ▣ The publisher is not responsible for errors in key numbers.
- ▣ Cancellations (and changes in insertion orders) will not be accepted by the publisher after the closing date.
- ▣ No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher’s policies will be binding on the publisher.

Payment

- ▣ Fifteen percent discount to recognized agencies, provided account is paid within 30 days of invoice date.
- ▣ Two percent per month interest charge on past-due accounts. First-time advertisers must pre-pay with insertion order.
- ▣ Materials are due to the publisher by the date specified and in the format specified. Late arrivals are subject to a 1% per day fee, and materials more than 5 days late will not be accepted, though payment for the reserved space is due. Any alterations to materials or resubmissions are subject to a \$25/hour charge (min. 1 hour).

Ad Sizes

Full Page w/ bleed: 8.5 x 11.125
 Full Page w/o bleed: 6.75 x 9.25
 Half Page Vertical: 3.25 x 9.25
 Half Page Horizontal: 6.75 x 4.375
 Third Page Vertical: 3.25 x 6.25
 Third Page Horizontal: 6.75 x 3.25
 Quarter Page Vertical: 3.25 x 4.375
 Quarter Page Horizontal: 6.75 x 2.25

Ad Rates

| | 1x | 2x | 4x |
|-----------|---------|---------|---------|
| Full | \$750 | \$700 | \$600 |
| 1/2 Page | \$500 | \$450 | \$400 |
| 1/3 Page | \$350 | \$320 | \$290 |
| 1/4 Page | \$225 | \$205 | \$185 |
| Cover 2-3 | \$1,000 | \$900 | \$800 |
| Cover 4 | \$1,200 | \$1,100 | \$1,000 |

2017 Advertising Deadlines

| Issue | Ad#Closes | Ads Due | Issue Ships |
|-------------|-----------|----------|-------------|
| 39 (Winter) | 10/5/16 | 10/26/16 | 12/1/16 |
| 40 (Spring) | 1/18/17 | 2/8/17 | 3/10/17 |
| 41 (Summer) | 4/5/17 | 4/26/17 | 6/1/17 |
| 42 (Fall) | 7/19/17 | 8/9/17 | 9/7/17 |

Design Specs

- ▣ Preferred delivery: digital files submitted via e-mail, ftp, or disk.
- ▣ Preferred file formats: Salvo is designed on Apple computers using Adobe InDesign CS. Accepted formats include: CMYK PDF files w/ image resolution at 300 dpi, Mac InDesign file w/all fonts and graphics; EPS file created in Adobe Illustrator or Quark, w/ fonts either embedded or converted to outlines; high resolution (300dpi) TIF or JPG file.
- ▣ Image resolution: 300 pixels per inch.
- ▣ Color: File must be four-color (CMYK).

Advertising Representative

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Publisher

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Salvo Media Kit:
www.salvomag.com/media-kit