



Advertise in *In Trust Magazine*

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Why Advertise in *In Trust*?

In Trust is a quarterly magazine mailed to approximately 6,500 leaders of graduate-level theological institutions in the United States and Canada.

In Trust readers are influencers — about 60% are members of boards of trustees, and the rest are presidents, deans, faculty members, administrators, denominational officials, and others who bear responsibility for schools and other institutions.

In Trust's denominational reach is broad — it includes Catholics, mainline Protestants, evangelical Protestants, and some non-Christians. Approximately 10% of readers are Canadian.

We also email a monthly newsletter to approximately 6,500 people, the vast majority of whom are In Trust Center members and subscribers. The email open rate is 30%–55%.

Advertisers in *In Trust* magazine and newsletter reach thousands of key decision makers in theological education — four times a year in the print edition, and once a month in the newsletter.

Magazine Mission and Purpose Statements

Mission: *In Trust* magazine is the premier destination for ideas, ideals, and insights that advance and support the mission vitality of theological schools in the United States and Canada.

Purpose: *In Trust* magazine supports the mission of the In Trust Center for Theological Schools with an authoritative voice and a compelling visual forum that informs the missions, governance, and operations of the broad diversity of theological schools in North America.

Through the presentation of new ideas and established wisdom, and in generous collaboration with peer organizations, *In Trust* is a vehicle for thought leadership on best practices and issues in theological education. The magazine inspires its readers — board members, administrative leaders, faculty, and others — to deeper levels of understanding, appreciation, and commitment.

Reservation Dates | Submission Dates | Mail Dates

Spring 2026

Ad space reservation: January 16, 2026

Ad materials submission deadline: February 13, 2026

Mail date: April 3, 2026

Summer 2026

Ad space reservation: April 17, 2026

Ad materials submission deadline: May 15, 2026

Mail date: July 3, 2026

Autumn 2026

Space reservation: July 17, 2026

Ad materials submission deadline: August 21, 2026

Mail date: October 2, 2026

Winter 2027

Space reservation: October 16, 2026

Ad materials submission deadline: November 21, 2026

Mail date: December 31, 2026

Spring 2027

Space reservation: January 15, 2027

Ad materials submission deadline: February 19, 2027

Mail date: March 31, 2027

Summer 2027

Space reservation: April 16, 2027

Ad materials submission deadline: May 14, 2027

Mail date: June 30, 2027

Autumn 2027

Space reservation: July 16, 2027

Ad materials submission deadline: August 20, 2027

Mail date: September 30, 2027

Ad Rates

Size	1 Issue	2 or 3 Issues	4 Issues	5 or More Issues
1 page, outside back cover	\$2,000	\$1,800	\$1,750	\$1,500
1 full interior page	\$1,500	\$1,400	\$1,250	\$1,000
1/2 page	\$1,000	\$900	\$800	\$743
Newsletter	\$100	\$100	\$100	\$100

PAYMENT: Payment terms are net 30 days from the date of the publisher's invoice.

Note: The Publisher reserves the right to reject or cancel any advertising. Advertiser and/or agency agrees to indemnify and hold the publisher harmless from and against any loss or expense resulting from a claim, suit, action and/or complaint based on the contents or subject matter of such advertisements. The publisher's liability for any error is limited and will not exceed the cost of the price of the ad. It is the advertiser's responsibility to examine and proofread all advertisements before submission to the publisher for publication.

Reservation Form

Issue	Size	No. of Ads	Price
Spring 2026	_____	_____	\$_____
Summer 2026	_____	_____	\$_____
Autumn 2026	_____	_____	\$_____
Winter 2027	_____	_____	\$_____
Spring 2027	_____	_____	\$_____
Summer 2027	_____	_____	\$_____
Autumn 2027	_____	_____	\$_____
Winter 2028	_____	_____	\$_____
Spring 2028	_____	_____	\$_____
E-newsletter	_____	_____	\$_____
TOTALS			\$_____

Contact Information

Date: _____

Name (print): _____

Authorized signature: _____

Organization: _____

Ad Agency (if applicable): _____

Address:: _____

Email: _____ Phone: _____

Billing (if different from above)

Billing Contact Name : _____

Billing Organization: _____

Billing Address: _____

Billing City, State, Zip: _____

Billing Email: _____ Billing Phone: _____

Please email this form to Matt Huffman at editors@intrust.org.

Ad Specifications

We are committed to ensuring your ad prints to your satisfaction. Please help us by following the guidelines below. If you have any questions about your ad, please contact us at the email address listed below.

PDF Specifications

Ads must be submitted as print-ready PDFs. To do this, follow these guidelines:

- Save files as PDF/X-1a file
- Embedded images must be at least 300 dpi
- All fonts must be embedded
- All images in your PDF should be 300 dpi
- It is preferable to save images as PSD, TIFF and EPS as opposed to JPG
- Colors should be set to CMYK, not RGB or spot (Pantone)
- Do not upsample your ad; use or scale your images to as close to the actual reproduction size as possible
- Use vector formats for text, line art and logos
- Bleeds should be 0.25" larger than the trim size (0.125" on all sides)
- Please email us for the exact dimensions of each ad size
- Acceptable programs are Adobe InDesign, Adobe Photoshop and Adobe Illustrator and unacceptable programs are Microsoft Publisher, Microsoft Word, Microsoft PowerPoint

How to Submit Your Ad

Email your ad — as an attachment instead of pasted into the body of an email — to editors@intrust.org.