

michigan

IN TOUCH

The Lutheran Witness Michigan District Supplement

2026 Advertisement Rates & Requirements

About Michigan In Touch - LW Supplement

Michigan In Touch is the official printed publication of the Michigan District, LCMS in partnership with Church Extension Fund. The supplement is a compilation of articles that point to Christ, share God's Word, and celebrate the journey, joys, and challenges of the ministry entrusted to God's people in the Michigan District, LCMS. It is edited and produced by the District's Communications Department and financed through the District budget, Church Extension Fund, and advertising revenue. The audience includes professional church workers, ministry leaders, laity, and other interested parties. In print circulation is over 4,700. It also is available in its entirety online at michigandistrict.org and has a monthly open rate of over 2,500.

Ad Submission Requirements

- Adobe PDF format high resolution files are preferred.
- Graphic design assistance may be available based on time and complexity. Contact Debby Fall at 734.213.3240 for more details.
- All advertising is subject to approval and must be consistent with the doctrinal teachings of The Lutheran Church—Missouri Synod.

Rates, Sizes, and Deadlines

Display Advertising Rates and Sizes

Ad Size	Cost (per issue)	Orientation	Dimensions (w/o bleed)	Dimensions (with bleed)*
1/4	\$134	Vertical	3.4375 in x 4.5 in.	N/A
1/2	\$268	Horizontal	7.125 in. x 4.5 in.	N/A
Full Page	\$412	Vertical	7.125 in. x 9.625 in.	8.375 in. x 10.8125 in.

* These dimensions include an 1/8 inch (.125 in) bleed on all four sides. Please remember that this portion will be trimmed and should not contain important information. It is preferable that all text be kept within 1/4 inch from the trim line.

Issues and Advertising Deadlines

Issue	Deadline
Spring 2026	February 15, 2026
Summer 2026	May 15, 2026
Fall 2026	August 15, 2026
Winter 2027	October 15, 2026

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