

# ChristianityToday

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Dear Friend,

Now for a limited time, you can take advantage of the best price available anywhere on CHRISTIANITY TODAY. All you have to do is renew your current subscription now for three years, and you'll **save \$10** off the regular three-year rate of \$59.95.

That's three years of CHRISTIANITY TODAY for  
just \$49.95, only \$16.65 per year!

CHRISTIANITY TODAY has become the most looked-to news source among evangelicals because of readers like you. When you need Christian news and perspective, you look to CHRISTIANITY TODAY. We want to show our appreciation to our long-term subscribers by offering this extended renewal opportunity, which will save you both the time of renewing every year and the extra money that comes with a single-term renewal rate.

Renewing for three years, one year at a time, would normally cost \$74.85. This \$49.95 price is a *significant savings* off that one-year rate, and nearly 17% less than our regular three-year renewal rate. Getting CHRISTIANITY TODAY has never been so convenient and inexpensive!

I hope you'll take advantage of this special offer and renew your subscription to CHRISTIANITY TODAY right now. Please don't delay! This is a limited time offer, and your next renewal notice will include only our regular renewal rates.

Sincerely,



Carol Thompson  
for CHRISTIANITY TODAY

CT:nb

P.S. With this special "early bird" offer, you'll be getting CHRISTIANITY TODAY for only \$16.65 per year—the lowest price available anywhere!

TDY20010

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## YOUR SUBSCRIPTION WILL EXPIRE SOON.

Renew now and take advantage of our special discount renewal rates.

Dear Subscriber:

Send your renewal order now, and I'll see that you receive the next year of CHRISTIANITY TODAY at the low discount renewal rate offered on the enclosed order form. Extend your subscription for two years, and you can save even more.

So *act now!* By renewing promptly you save yourself money and ensure there will be no problems with interrupted service.

In these fast-paced and difficult times, it's important to know what's going on in the world around you. CHRISTIANITY TODAY helps you form a Christian perspective by applying biblical truths to contemporary problems.

As you know, our editors strive to give you the complete story—details and background—so that you can think biblically and realistically about the issues that face Christians today.

So keep CHRISTIANITY TODAY's award-winning news and commentary coming at special rates by renewing promptly.

Enclosing payment with your order is not necessary, unless you prefer. We will be happy to invoice you later if that would be more convenient.

I look forward to hearing from you soon.

Sincerely,



Harold L. Myra  
for CHRISTIANITY TODAY

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Enclosures

P.S. Remember, you can increase your savings and protect yourself from inflation by renewing for two years at the discount rate. Simply check the two-year option on the enclosed Renewal Order Form.

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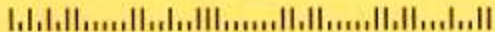
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Dear Friend,

It's not too late, but it will be soon.

Your subscription will expire soon, and unless you recently sent us your renewal instructions, we have not received your approval to keep sending you CHRISTIANITY TODAY.

Send your renewal order now, and I can guarantee you the special low subscription rates described on the enclosed order form. We've even enclosed a reply envelope for your convenience.

Our staff of editors takes great care to present you with the very best in Christian thought. Because of their efforts, you regularly receive...

- the most extensive and timely religious news coverage available anywhere
- top-flight commentary and analysis of current trends from a Christian perspective
- thoughtful, inspiring, and provocative articles, written to give guidance and wisdom in a complex world
- a potpourri of topics to satisfy your variety of interests
- a highly readable format
- and much more.

So, please check the renewal term you prefer on the enclosed form, slip it in the reply envelope, and mail it back to CHRISTIANITY TODAY right away. There is no need to send a check with your order, unless you prefer. We will be happy to bill you later.

I look forward to hearing from you.

Yours in Christ,



Harold L. Myra  
for CHRISTIANITY TODAY

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P.S. Please remember that a *substantial discount* is yours on a two-year order. You can ensure uninterrupted service and protect yourself from inflation by renewing for the longer term.

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## **IMPORTANT NOTICE:**

Your subscription  
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Dear Reader:

I'm writing to remind you that your subscription expires soon, in just a couple of months. We need your renewal instructions right away to ensure continuous service on your subscription.

We are working to keep up CHRISTIANITY TODAY's long-standing tradition of publishing the best in Christian thought. That means news and editorials about the church, government, social issues, the arts, science – all the things that make a difference in our society.

As you know, CHRISTIANITY TODAY's articles and reporting are soundly based in biblical, orthodox Christianity. We hone and polish each piece, always keeping in mind the needs of busy readers. Our editors are privileged to work with some of the finest Christian writers and thinkers. And we're committed to publishing readable, substantial material that prompts thought and action.

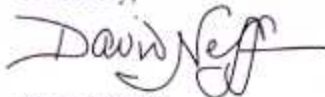
We believe the upcoming months of CHRISTIANITY TODAY will result in some of our best issues yet, but that's for you to judge.

If you send in your renewal instructions now, you will not only avoid a break in service, you will also save money. The enclosed renewal order form has all the information you need.

There is no need to send in payment with your renewal order unless you prefer. We will be happy to invoice you later if that is more convenient.

Thank you for your prompt response and for your continued support.

Sincerely,



David Neff  
Executive Editor

DN:nb  
Enclosures

P.S. You can increase your savings and protect yourself from inflation by renewing for two years now. Simply check the two-year renewal option on the enclosed Renewal Order Form and save even more.

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Dear Subscriber:

It's not too late, but it will be soon.

Your subscription is about to expire, and unless you recently sent us your renewal instructions, we have not yet received your approval to keep sending you CHRISTIANITY TODAY.

If you send your renewal order now, you can still take advantage of our special low renewal offer. The enclosed order form has all the information you need. Just choose how many more issues of CHRISTIANITY TODAY you'd like to receive.

I can still offer you this special low rate because your prompt renewal saves us money. I'm happy to pass these savings on to you with our low prices. But, *your savings depend on your prompt action*, so send us the enclosed Renewal Order Form today, and take advantage of these savings.

And, by sending me your order now, you will avoid a break in service. You don't want to miss any of the upcoming issues. As Christians, you and I face questions that grow more and more complex every day. CHRISTIANITY TODAY provides a biblical perspective on these questions.

World developments over the next few months will have a profound effect on the way we live as Christians. Keeping informed will be vital. With CHRISTIANITY TODAY, you will have help on which you can depend.

So, send your renewal now. Choose the term and price you prefer, check the enclosed form, slip it in the enclosed reply envelope, and mail it back to CHRISTIANITY TODAY right away. There is no need to send a check with your order, unless you prefer. We will be happy to bill you later.

I look forward to hearing from you.

Sincerely,



Carol Thompson  
for CHRISTIANITY TODAY

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P.S. Remember, when you renew for two years, you increase your savings substantially!

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Dear Reader of CHRISTIANITY TODAY,

Unless your renewal instructions crossed this letter in the mail, we have not yet received your approval to continue sending you CHRISTIANITY TODAY.

I can still offer you the low renewal rate on your order form. However, to keep from missing an issue of CHRISTIANITY TODAY, *we must receive your renewal in the next few days.*

In these fast-paced, changing times, you need to know what's going on in the world around you. CHRISTIANITY TODAY can continue to provide you with a Christian perspective on current events, applying biblical truths to contemporary problems.

Our editors strive to give you the whole story behind every important event, details and background, so you can think biblically and realistically about the issues Christians face today.

But, we need to hear from you now to continue sending you CHRISTIANITY TODAY.

Please take a moment right now to (1) check the information on the enclosed renewal order form, (2) mark the savings and term you prefer, and (3) mail your form to us in the enclosed envelope.

Enclosing payment with your order is not necessary, unless you prefer. We are more than happy to invoice you later if that would be more convenient.

I look forward to hearing from you soon.

Sincerely,



Terumi E. Echols  
for CHRISTIANITY TODAY

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