

2014 ADVERTISING RATES



Publications

Christianity Today

Ad Size	4-Color & 2-Color	Black & White
2 page spread	\$12,546	\$11,793
1/2 page spread	\$9,390	\$8,826
Full page	\$7,733	\$7,269
2/3 page vertical	\$6,223	\$5,850
1/2 page horizontal	\$5,823	\$5,474
1/3 page	\$3,929	\$3,693
Back cover	\$9,860	--
Inside front cover	\$9,539	--
Inside back cover	\$9,189	--
Bind-in card	\$6,996	--
2-page bind-in cards	\$9,912	--
4-page bind-in cards	\$15,860	--

Leadership Journal

Ad Size	4-Color & 2-Color	Black & White
2 page spread	\$8,529	\$7,676
Full page	\$5,330	\$4,797
1/2 page horizontal	\$3,998	\$3,598
Back cover	\$6,663	--
Inside front cover	\$6,430	--
Inside back cover	\$6,197	--
Church Buyer's Guide listing	\$575 net	--
2-page bind-in	\$6,248	--
4-page bind-in	\$8,996	--

iPad App Ad

Publication	Ad Size	4-Color
Christianity Today	Full page	\$1,000 net
Leadership Journal	Full page	\$1,000 net
Today's Christian Woman	Full page	\$1,000 net

Publications

(CONTINUED)

Books & Culture

Ad Size	4-Color	Black & White
2 standard page spread	\$3,933	\$3,390
Full standard page	\$1,610	\$1,388
Tabloid page	\$2,458	\$2,119
2/3 standard page	\$1,324	\$1,141
1/2 standard page (horizontal/vertical)	\$1,086	\$936
1/3 standard page	\$709	\$611
Back cover	\$2,997	--
Inside front cover	\$2,971	--
Inside back cover	\$2,882	--

Church Law & Tax Report

Ad Size	2-Color & Black & White
Full page	\$1,995
1/2 page	\$1,425
1/4 page	\$795

Men of Integrity

Ad Size	4-Color
Inside front cover	\$2,495
Inside back cover	\$2,295
Full page	\$1,950

Christian College Guide - Regional Print Edition

Ad Size	4-Color & 2-Color
Inside front cover (national)	\$6,200 net
Inside Back Cover (national)	\$6,000 net
Back Cover (national)	\$6,400 net
Full page (national)	\$5,800 net
Full Page (regional)	\$3,400 net
1/2 Page Horizontal (regional)	\$1,800 net

Special Opportunities

Placement	Placement Cost
Moms, Dads, & Grads Gift Guide	\$2,450
Christmas Gift Guide	\$3,995

Marketplace

Classified Display Ad Rates

Price Per Column Inch	Christianity Today	Leadership Journal
1 magazine	\$425	\$255
2 or more magazines	\$404	\$237

Ad Size	4-Color & 2-Color	Black & White
1/6 page (Marketplace section only)	\$2,382	\$2,240

Classified Text Ad Rates*

Price Per Character**	Christianity Today	Leadership Journal
1 magazine	\$.72	\$.46
2 or more magazines	\$.67	\$.43

**85 character minimum for text ads, minimum charges are Christianity Today—\$61.20, Leadership Journal—\$39.10*

*** Spaces and punctuation count as characters*

ADDITIONAL OPTIONS FOR TEXT ADS

Check-Marked Box at Beginning of Ad:

\$22 per insertion

\$19.95 per insertion—combination of two magazines

Black Box Surrounding Entire Ad:

\$43 per insertion

\$40 per insertion—combination of two magazines

ChristianCollegeGuide.net

Package	Monthly	Quarterly	Annual Cost
Member Standard	\$135 net	\$390 net	\$1,500 net
Member Premium	\$208.33 net	\$600 net	\$2,300 net
Affiliate Standard	\$175 net	\$450 net	\$1,700 net
Affiliate Premium	\$225 net	\$650 net	\$2,500 net

**Available only to CCCU member and affiliate schools*

SeminaryGradSchool.com

Package	Quarterly Cost	Annual Cost
Basic	\$275 net	\$1,000 net
Standard	\$390 net	\$1,500 net
Premium	\$650 net	\$2,500 net

Online Banners

PASTORS & CHURCH LEADERS	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90	\$11.00
Leadership Journal, Preaching Today, Christian Bible Studies, Building Church Leaders, Small Groups, Out of Ur blog, Church Law & Tax, Men of Integrity, Managing Your Church blog, Seminary Guide, Leadership Library, Reducing the Risk		
Package 2 (Nav 1)	300 x 250 • 160 x 600	\$11.00
Leadership Journal, Preaching Today, Christian Bible Studies, Building Church Leaders, Small Groups, Out of Ur blog, Church Law & Tax, Men of Integrity, Managing Your Church blog, Seminary Guide, Leadership Library, Reducing the Risk		
Package 3 (Nav 2)	300 x 250	\$11.00
Leadership Journal, Out of Ur blog, Seminary Guide, Leadership Library		
Package 4 (Nav 3)	300 x 250	\$11.00
Leadership Journal, Out of Ur blog, Leadership Library		

THOUGHT LEADERS	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90	\$11.00
Christianity Today, Christian History, Books & Culture, This Is Our City, CT Library, CT Entertainment Blog, ChristianityToday.org		
Package 2 (Nav 1)	300 x 250 • 160 x 600	\$11.00
Christianity Today, Christian History, Books & Culture, This Is Our City, CT Library, CT Entertainment Blog, ChristianityToday.org		
Package 3 (Nav 2)	300 x 250 • 250 x 250	\$11.00
Christianity Today, Christian History, Books & Culture, CT Library, CT Entertainment Blog		

TEENS	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90	\$11.00
Ignite Your Faith, Christian College Guide		
Package 2 (Nav 1)	300 x 250	\$11.00
Ignite Your Faith, Christian College Guide		
Package 2 "Premium" (Nav 1)	300 x 600	\$20.00
Ignite Your Faith, Christian College Guide		
Package 3 (Nav 2)	300 x 250	\$11.00
Ignite Your Faith, Christian College Guide		

WOMEN	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90	\$11.00
Today's Christian Woman, Her.meneutics, Gifted for Leadership		
Package 2 (Nav 1)	300 x 250 • 160 x 600	\$11.00
Today's Christian Woman, Her.meneutics, Gifted for Leadership		
Package 2 "Premium" (Nav 1)	300 x 600 • 160 x 600	\$20.00
Today's Christian Woman, Her.meneutics, Gifted for Leadership		
Package 3 (Nav 2)	300 x 250	\$11.00
Today's Christian Woman, Her.meneutics		

Minimum purchase: 50,000 impressions

Websites included in each bundle are not available for individual purchase

Online Banners

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AUDIENCE	Banner Size	Cost per 1,000 Impressions
Run of Site Minimum purchase: 500,000 impressions	728 x 90 • 300 x 250 250 x 250 • 160 x 600	\$6.00
Mobile	320 x 50	\$20.00
Mobile - Interstitial	300 x 250	\$30.00

E-Blasts

E-Blast	Average Opt-In Subscribers*	Solo Eblast **
Books & Culture	21,000	\$1,650
Building Church Leaders	62,000	\$5,500
Children's Ministry	13,000	\$1,300
Christian Bible Studies	73,000	\$3,500
Church Finance Update	12,000	\$850
Leadership Humor	24,000	\$500
Church Law & Tax Update	18,000	\$850
Church Management Update	19,000	\$1,200
Connection	100,000	\$4,500
CT Direct & Weekly	83,000	\$3,000
CT Entertainment	14,000	\$700
Encouraging Words	18,000	\$1,500
Essential Reminders	5,000	\$400
Galli Report	12,000	\$750
Gifted for Leadership	15,000	\$1,200
Her.meneutics	7,000	\$500
Leadership Journal	67,000	\$6,500
Leading Outreach	10,000	\$1,225
Managing Risk	12,000	\$600
Marriage Partnership	57,000	\$2,500
Men of Integrity	31,000	\$1,400
ParentConnect	25,000	\$2,500
Parse	10,000	\$1,000
Preaching Today + I Love Sermons	47,000	\$3,600
Small Groups	37,000	\$2,500
Today's Christian Woman	67,000	\$4,900

Eblast split testing fee: \$100

* Subscriber numbers as of 11-18-13

** Add 10% during Mar-May and Sep-Nov

Regional E-Blasts

	Cost per 1,000	Minimum
State selection charge	Region: \$125; State: \$175	\$350

E-Newsletters

E-Newsletter	Frequency	Avg. Subscribers*	Weekly Cost	Monthly Cost
Books & Culture	Weekly	24,000	\$1,000	\$2,250
Building Church Leaders	Weekly	68,000	\$2,600	\$6,400
Children's Ministry	Weekly	15,000	\$975	\$2,200
Christian Bible Studies	Weekly	79,000	\$1,800	\$3,950
Church Finance Update	Semi-Monthly	15,000	\$550	\$1,000
Church Law & Tax Update + Essential Reminders (Combo)	Weekly	22,000	\$800	\$2,400
Church Management Update	Semi-Monthly	22,000	\$950	\$1,850
Connection	Weekly	105,000	\$2,500	\$5,200
Christianity Today Direct & Weekly	Daily/Weekly	90,000	\$3,900	\$8,700
Christianity Today Entertainment	Weekly	16,000	\$350	\$750
Galli Report	Weekly	15,000	\$600	\$1,800
Gifted for Leadership (Women)	Weekly	18,000	\$1,400	\$3,150
Her.meneutics	Weekly	8,000	\$400	\$900
Leadership Journal + Leadership Humor (Combo)	Weekly	94,000	\$4,200	\$9,500
Leading Outreach	Weekly	12,000	\$500	\$1,125
Managing Risk	Semi-Monthly	14,000	\$400	\$750
Marriage Partnership	Weekly	62,000	\$1,550	\$3,400
Men of Integrity	Weekly	34,000	\$1,075	\$2,300
ParentConnect	Semi-Monthly	28,000	\$1,900	\$4,200
Parse	Semi-Monthly	12,000	\$750	\$1,500
Preaching Today	Weekly	51,000	\$1,600	\$3,800
Small Groups	Weekly	41,000	\$950	\$2,200
Today's Christian Woman	Weekly	72,000	\$3,600	\$7,800

** Subscriber numbers as of 10-23-13*

Keyword Advertising Banners

Cost per 1,000	Minimum Price	Banner Sizes Available
\$27	\$540	728 x 90 • 300 x 250
Keyword Categories Available: Bible, Business, Death & Dying, Education, Ethics, Marriage & Family, History, Politics, Gender, Entertainment, Social Justice, Spiritual Formation/Discipleship, Evangelism & Missions, Science & Technology		

Minimum purchase: 25,000 impressions; full month sales

Regional Banners

Cost per 1,000	Minimum Price	
\$27	\$540	Full month sales

Minimum purchase: 25,000 impressions

Hover Ads

AUDIENCE	Banner Size	Cost per 1,000 Impressions
Run of Site Minimum purchase: 250,000 impressions	550 x 480 • 300 x 250	\$34.00

SALES TEAM



Peggy Gomez

Account Executive

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Region: West, Midwest, & South (excluding TX)



Walter Hegel

Manager, Integrated Media Sales

630.384.7234

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Region: IL, MI, TN & WI



Toks Olawoye

Business Development Manager

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Regions: Northeast, Southeast TX, & International

