

2017 RATE CARD

PRINT

Please contact your area's Account Executive for any applicable discounts.

Publications

<i>Christianity Today</i>	
Ad Size	4-Color & 2-Color
2-page spread	\$12,546
4-page spread	\$20,000
1/2 page spread	\$9,390
Full page	\$7,733
2/3 page vertical	\$6,223
1/2 page horizontal	\$5,823
1/3 page vertical	\$3,929
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
Polybag Insert	special pricing available

<i>Church Law & Tax Report</i>	
Ad Size	2-Color & Black & White
Full page	\$1,995
1/2 page	\$1,425

<i>CT Pastors - Spring & Fall</i>	
Ad Size	4-Color
Inside front cover	\$4,500
Inside back cover	\$4,000
Back cover	\$5,000
Full page	\$3,500

Special Opportunities

<i>Marketplace - Christianity Today magazine</i>		
Price Per Column Inch	Price Per Character*	1/6 Page**
\$425	\$.72	\$2,382 (2 or more colors)
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85 character minimum for text ads, minimum charges-\$61.20		

ADDITIONAL OPTIONS FOR TEXT ADS:

Check-Marked Box at Beginning of Ad: \$22 per insertion

Black Box Surrounding Entire Ad: \$43 per insertion

* Spaces and punctuation count as characters

** Available only in Marketplace section

<i>Gift Guides</i>	
Placement	Placement Cost
Moms, Dads & Grads Gift Guide	\$2,450
Christmas Gift Guide	\$3,995

Higher Education

Christian College Guide magazine - English

Ad Size	4-Color & 2-Color
Inside front cover (national)	\$5,700 net
Inside back cover (national)	\$5,600 net
Back cover (national)	\$5,900 net
Full page + Adjacent School or Student Profile (national)	\$5,400 net
Full page (national)	\$4,500 net
1/2 page horizontal (national)	\$1,800 net

Christian College Guide magazine - Spanish

Ad Size	4-Color & 2-Color
Inside front cover	\$2,000 net
Inside back cover	\$2,000 net
Back cover	\$2,500 net
Full page	\$1,500 net

ChristianCollegeGuide.net School Directory

Package	Quarterly Cost	Annual Cost
Standard	\$390 net	\$1,500 net
Premium	\$625 net	\$2,300 net

SeminaryGradSchool.com School Directory

Package	Quarterly Cost	Annual Cost
Standard	\$275 net	\$1,000 net
Premium	\$415 net	\$1,500 net

2017 RATE CARD - BANNERS

Online Banner Packages

PASTORS & CHURCH LEADERS	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90 • 320 x 50 (mobile)	\$8.00
Includes: CT Pastors, CT "Church Life & Ministry pages, The Exchange blog, Christian Bible Studies, Managing Your Church blog, Men of Integrity, Preaching Today, Small Groups, Pivot blog, The Local Church, Church Law & Tax mobile		
Package 2 (Nav 1)	300 x 250 (desktop + mobile)	\$8.00
Includes: CT Pastors, CT "Church Life & Ministry pages, The Exchange blog, Christian Bible Studies, Managing Your Church blog, Men of Integrity, Preaching Today, Small Groups, Pivot blog, The Local Church		
Package 2 "Premium" (Nav 1)	300 x 600	\$14.00
Includes: CT Pastors, CT "Church Life & Ministry pages, The Exchange blog, Christian Bible Studies, Managing Your Church blog, Men of Integrity, Preaching Today, Small Groups, Pivot blog, The Local Church		
Package 3 (Nav 2)	300 x 250	\$8.00
Includes: CT Pastors, CT "Church Life & Ministry," The Exchange blog, Men of Integrity, Pivot blog, The Local Church		

THOUGHT LEADERS	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90 • 320 x 50 (mobile)	\$8.00
Includes: Christianity Today, Christian History, ChristianityToday.org, CT Books, CT Library, This Is Our City		
Package 2 (Nav 1)	300 x 250 (desktop + mobile)	\$8.00
Includes: Christianity Today, Christian History, ChristianityToday.org, CT Books, CT Library, This Is Our City		
Package 2 "Premium" (Nav 1)	300 x 600	\$14.00
Includes: Christianity Today, ChristianityToday.org, CT Books, CT Library, This Is Our City		
Package 3 (Nav 2)	300 x 250	\$8.00
Includes: Christianity Today, CT Books		

TEENS	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90	\$8.00
Includes: Ignite Your Faith, Christian College Guide		
Package 2 (Nav 1)	300 x 250	\$8.00
Includes: Ignite Your Faith, Christian College Guide		
Package 2 "Premium" (Nav 1)	300 x 600	\$14.00
Includes: Ignite Your Faith, Christian College Guide		
Package 3 (Nav 2)	300 x 250	\$8.00
Includes: Ignite Your Faith, Christian College Guide		

Online Banner Packages

WOMEN	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90 • 320 x 50 (mobile)	\$8.00
<i>Includes:</i> CT Women, Today's Christian Woman, Women Leaders		
Package 2 (Nav 1)	300 x 250 (desktop + mobile)	\$8.00
<i>Includes:</i> CT Women, Today's Christian Woman, Women Leaders		
Package 2 "Premium" (Nav 1)	300 x 600	\$14.00
<i>Includes:</i> CT Women, Today's Christian Woman, Women Leaders		
Package 3 (Nav 2)	300 x 250	\$8.00
<i>Includes:</i> CT Women, Today's Christian Woman		

Minimum purchase: 50,000 impressions

Websites included in each bundle are not available for individual purchase

Other Online Banner Options

<i>Regional Banners</i>		
	Banner Size	Cost per 1,000 impressions
Pastors & Church Leaders	728 x 90 • 300 x 250 • 320 x 50	\$15
Thought Leaders	728 x 90 • 300 x 250 • 320 x 50	\$15
Women	728 x 90 • 300 x 250 • 320 x 50	\$15
School Spotlight	HTML • 600 x 250	\$18

Minimum purchase: 25,000 impressions, full month sales

<i>Run-of-Network Banners</i>		
Audience	Banner Size	Cost per 1,000 impressions
Run of Network Minimum purchase: 500,000 impressions	728 x 90 • 300 x 250 • 320 x 50	\$5.00

<i>Premium Ads</i>		
Audience	Banner Size	Cost per 1,000 impressions
Hover Run of Network Minimum purchase: 250,000 impressions	550 x 480	\$20.00
Mobile Interstitial Run of Network	300 x 250	\$20.00
Expandable Banners	300 x 250 to 600 x 250	\$15.00
In-Banner Videos	300 x 250	\$20.00

Minimum purchase: 25,000 impressions

2017 RATE CARD-EMAIL

E-Blasts

<i>Standard E-Blasts</i>		
E-Blast	Opt-In Subscribers*	Solo E-Blast
Building Church Leaders	60,000	\$4,400
Christian Bible Studies	50,000	\$3,400
Church Finance Update	16,000	\$1,450
Church Humor	18,000	\$500
Church Law & Tax Update	20,000	\$1,600
Church Management Update	16,000	\$1,500
Connection	43,000	\$3,000
CT Books	20,000	\$1,795
CT Direct	28,000	\$2,500
CT Weekly	100,000	\$4,900
CT Culture & Entertainment	12,000	\$500
CT Pastors	70,000	\$6,500
CT Women	70,000	\$3,500
Richard Hammar's Essential Reminders	8,000	\$500
Galli Report	16,000	\$1200
Local Church Outreach	14,000	\$1,500
Managing Risk	11,000	\$700
Marriage & Family	48,000	\$3,000
Men of Integrity	27,000	\$1,400
Preaching Today	66,000	\$4,200
SmallGroups.com	47,000	\$2,500
WomenLeaders.com	16,000	\$1,200

<i>Regional E-Blasts</i>		
	Cost per 1,000	Minimum
State selection charge	Region: \$125; State: \$175	\$350

E-blast split testing fee: \$100

* Subscriber numbers as October 2016

eNewsletters

<i>Thought Leaders</i>			
List	Banners	Native Ads	Estimated Subscribers
CT Connection	\$2,000	\$2,500	48,000
CT Books	\$900	\$1,125	24,000
CT Direct/CT Weekly	\$2,900	\$3,200	144,000
CT Culture & Entertainment	\$500	\$625	15,000
The Galli Report	\$500	\$625	20,000
Men of Integrity	\$950	\$1,250	30,000

<i>Women</i>			
List	Banners	Native Ads	Estimated Subscribers
CT Women	\$3,200	\$3,500	75,000
Marriage & Family	\$2,000	\$2,500	55,000
WomenLeaders.com	\$900	\$1,125	20,000

<i>Church Leaders</i>			
List	Banners	Native Ads	Estimated Subscribers
Building Church Leaders/ Local Church Outreach	\$2,250	\$2,750	85,000
Christian Bible Studies/ SmallGroups.com	\$2,250	\$2,700	108,000

<i>Pastors</i>			
List	Banners	Native Ads	Estimated Subscribers
CT Pastors/Church Humor	\$3,200	\$3,600	100,000
Preaching Today/Preaching Lectionary Guide	\$1,600	\$2,000	75,000

<i>Church Law & Tax</i>			
List	Banners	Native Ads	Estimated Subscribers
Church Finance Update	\$650	\$800	20,000
Church Management Update/ Managing Risk	\$1,250	\$1,500	34,000
Church Law & Tax Update / Richard Hammar's Essential Reminders	\$750	\$950	35,000

*Subscriber numbers as of October 2017