

2017 RATE CARD

Publications

Christianity Today		
Ad Size	4-Color & 2-Color	Black & White
2-page spread	\$12,546	\$11,793
4-page spread	\$20,000	--
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 vertical	\$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	--
Polybag	special pricing available	--

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

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

Publications

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

Special Opportunities

Marketplace - Christianity Today magazine		
Price Per Column Inch	Price Per Character*	1/6 Page**
\$425	\$.72	\$2,382 (2 or more colors)
--	--	\$2,240 (black & white)
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

Gift Guides	
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)	\$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 (national)	\$3,400 net
1/2 page horizontal (regional)	\$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

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

SeminaryGradSchool.com

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

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		

Minimum purchase: 50,000 impressions

Websites included in each bundle are not available for individual purchase

Online Banner Packages

WOMEN	Banner Size	Cost per 1,000 Impressions
Package 1 (Top 1)	728 x 90 • 320 x 50 (mobile)	\$8.00
Includes: CT Women, Today's Christian Woman, Women Leaders		
Package 2 (Nav 1)	300 x 250 (desktop + mobile)	\$8.00
Includes: CT Women, Today's Christian Woman, Women Leaders		
Package 2 "Premium" (Nav 1)	300 x 600	\$14.00
Includes: CT Women, Today's Christian Woman, Women Leaders		
Package 3 (Nav 2)	300 x 250	\$8.00
Includes: 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 (Desktop Only)</i>		
Cost per 1,000	Minimum Price	
\$15	\$540	Full month sales
Available Regions: Heartland, Mid Atlantic, Midwest, Mountain, New England, Northwest, South Atlantic, South Central, Southeast, Southwest, Canada East, Canada West		

Minimum purchase: 25,000 impressions

<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	\$5.00
Available Regions: Heartland, Mid Atlantic, Midwest, Mountain, New England, Northwest, South Atlantic, South Central, Southeast, Southwest, Canada East, Canada West		

<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

Minimum purchase: 25,000 impressions

E-Blasts

Standard E-Blasts

E-Blast	Opt-In Subscribers*	Solo E-Blast
Beautiful Word	20,700	\$1,500
Building Church Leaders	73,100	\$4,400
Christian Bible Studies	60,800	\$3,500
Church Finance Update	19,600	\$1,200
Church Humor	24,500	\$500
Church Law & Tax Update	26,000	\$1,500
Church Management Update	22,600	\$1,400
Connection	76,600	\$3,500
CT Books	25,300	\$1,650
CT Direct	37,400	\$2,500
CT Weekly	110,700	\$4,500
CT En Español	10,300	\$750
CT Entertainment	19,500	\$700
CT Pastors	77,400	\$6,500
CT Women	93,000	\$4,900
Essential Reminders	10,000	\$400
Galli Report	17,800	\$750
Ignite Your Faith	6,800	\$650
Local Church Outreach	23,900	\$1,500
Managing Risk	14,600	\$600
Marriage & Family	76,300	\$4,000
Men of Integrity	34,500	\$1,400
Preaching Today	68,300	\$3,600
Small Groups	44,200	\$2,500
Women Leaders	16,300	\$1,200

Regional E-Blasts

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

eNewsletter Packages

<i>Thought Leaders</i>			
List	Banners	Native Ads	Estimated Subscribers
Connection CT Books CT Direct CT Weekly Entertainment Galli Report Men of Integrity	\$4,250	\$4,500	322,000

<i>Women</i>			
List	Banners	Native Ads	Estimated Subscribers
CT Women Marriage & Family Women Leaders	\$2,500	\$2,750	185,600

<i>Church Leaders</i>			
List	Banners	Native Ads	Estimated Subscribers
Building Church Leaders Christian Bible Studies SmallGroups	\$2,250	\$2,500	178,100

<i>Pastors</i>			
List	Banners	Native Ads	Estimated Subscribers
Church Humor CT Pastors Your Lectionary Preaching Today Local Church Outreach	\$2,500	\$2,750	194,200

<i>Church Law & Tax*</i>			
List	Banners	Native Ads	Estimated Subscribers
Church Finance Update Church Law & Tax Update Church Management Update Essential Reminders Managing Risk	\$2,250	\$2,500	92,800

*Select lists available for individual purchase

*Subscriber numbers as of September 2016

eNewsletters

Individual eNewsletters

eNewsletter	Frequency	Subscribers*	Banners	Native Ads
Church Finance Update	Twice Monthly	19,600	\$650	\$800
Church Law & Tax Update/ Essential Reminders (Combo)	Weekly	36,000	\$750	\$950
Church Management Update	Twice Monthly	22,600	\$850	\$1,000
CT En Español	Monthly	10,300	\$500	\$625
Ignite Your Faith	Twice Monthly	6,800	\$400	\$500
Managing Risk	Twice Monthly	14,600	\$400	\$500

* Subscriber numbers as of September 2016

Sales Team



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Region: West, Midwest, & South (excl. TX)



Walter Hegel

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Region: IL, MI, TN, LA, MS, AL & WI



Toks Olawoye

Director of Advertising

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Regions: Northeast, Southeast, TX, & Int'l

