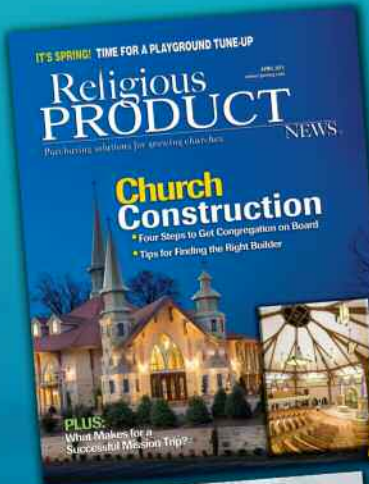


# Religious PRODUCT

Purchasing solutions for growing churches

NEWS®



BUSES & VANS    Outfitting the Sanctuary    Children & Youth    CONSTRUCTION  
Stewardship & Fundraising    TECHNOLOGY    seating    finance    SOFTWARE  
audio/video

2012  
MEDIA GUIDE

www.rpnmag.com

# WELCOME

*Religious Product News* is the leading purchasing guide for product and service selection by growing churches. Truly a church's one-stop resource, *Religious Product News* covers everything a church needs, inside and out, to effectively and efficiently run their facilities and grow their ministries. The magazine features:

- In-depth feature articles
- Case studies
- Products, products, products
- Q&As with industry leaders
- Comprehensive Buyer's Guide



## MAILING ADDRESS:

Valor Media Concepts Inc.  
 P.O. Box 36577  
 Birmingham, AL 35236  
 205.979.1114 / Fax: 205.979.1235  
 toll free: 888.548.2567

## POLICIES, RATES & DATES

**TERMS:** All invoices are due upon receipt and are considered late after 30 days. A 1.5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within thirty days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to our collection agency after 120 days of invoice date.

**SHORT-RATES:** In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

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# CONTENT

## GROWTH STRATEGIES

Well-known parish consultant and church growth expert Bill Easum offers his wisdom and experience to help churches maximize their congregations.

## FOUNDATIONS

Church architects and builders showcase their worship facility construction and renovation projects.

## MINISTRY OF THE MONTH

Various ministries within the church are spotlighted, identifying solutions for growing and strengthening these specialized groups.

## THE REAL STUFF

Churches share their experiences with

various products, following successful implementation within their own facility.

## ASK THE PRO

Industry experts identify and answer the most frequently asked questions by churches within various product categories.

## PRODUCT AND SERVICE DIRECTORIES (PSD)

Our comprehensive Buyer's Guide is broken into categories each month, creating "mini directories" throughout the year.

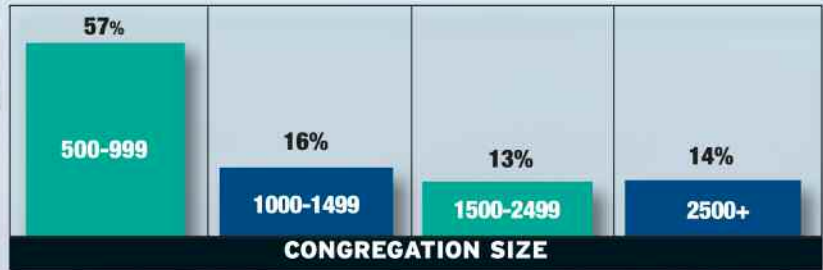
## PRODUCT SHOWCASE

We profile the latest and greatest products and services to hit the market for growing churches.

# CIRCULATION PROFILE

*Religious Product News* gets advertisers' products into the hands of 30,000 church leaders that make the buying decisions for today's growing churches. Our unique mailing list has a large percentage of churches from the fastest growing areas in the country. \* We target churches with a congregation size of more than 500 members, with a heavy focus on churches that have between 500 and 1,000 members. This combination allows us to target churches with the most potential for growth.

\*Source: US Census Bureau



# SUPPLEMENTS

As the premier provider of purchasing information for growing churches, we recognize the need for resources dedicated solely to particular topics of interest to our audience. Throughout the year, we publish supplements focused on the most relevant subjects for our readers. Each supplement includes in-depth features as well as information on the latest products and services for churches within that particular category.

## CHURCH TRANSPORTATION & TRAVEL

Information about the equipment and resources available to safely transport members of a church's congregation and plan trips.

## CHURCH SPORTS & RECREATION

Information to help churches use their facilities as activity centers, both inside within the gym or outside on the playground.

## CHURCH AUDIO & VIDEO

Information about new A/V technology that provides innovative and creative ways to communicate to a church audience.

## SANCTUARY & SEATING

Information covering everything you need to know about outfitting your sanctuary with products and accessories that reflect your particular worship style.

## CHURCH FINANCIAL GUIDE

Information about the most relevant financial issues affecting churches today to help ensure that you're being the best steward with the funds entrusted to you.



**SEND ARTWORK TO:** Valor Media Concepts Inc. | 3141 Lorna Road, Suite 202 | Birmingham, AL 35216

## 4 COLOR PRICING

AD SIZE	1x	3x	6x	12x
Full Page	\$4720	\$4248	\$3776	\$3304
1/2 Island	\$2830	\$2547	\$2264	\$1981
1/2 Page	\$2710	\$2439	\$2168	\$1897
1/3 Page	\$1970	\$1773	\$1576	\$1379
1/4 Page	\$1540	\$1386	\$1232	\$1078
1/6 Page	\$1060	\$954	\$848	\$742
1/8 Page	\$855	\$770	\$684	\$599
2 Page Spread	\$8900	\$8010	\$7100	N/A
Inside Front	\$5500	\$4950	\$4400	N/A
Inside Back	\$5200	\$4680	\$4160	N/A
Back Cover	\$6500	\$5850	\$5200	N/A

Classified Ads - \$170 per column inch. 5% discount for Black & White ads

## MECHANICAL SPECS

<b>FULL PAGE TRIM SIZE:</b> 8"w x 10.5"h	<b>1/3 Page Square:</b> 4.55"w x 4.7"h
<b>FULL PAGE LIVE AREA:</b> 7.5"w x 10"h	<b>1/4 Page Vertical:</b> 3.4"w x 4.7"h
<b>FULL PAGE WITH BLEED:</b> 8.25"w x 10.75"h	<b>1/6 Page Vertical:</b> 2.2"w x 4.7"h
<b>2 Page Spread Bleed:</b> 16.25"w x 10.75"h	<b>1/8 Page Horizontal:</b> 3.4"w x 2.25"h
<b>1/2 Page Vertical:</b> 3.4"w x 9.5"h	<b>Classified Ads</b> 2.2"w x 1"h 2.2"w x 2"h 2.2"w x 3"h
<b>1/2 Page Island:</b> 4.55"w x 7.25"h	
<b>1/2 Page Horizontal:</b> 7"w x 4.7"h	
<b>1/3 Page Vertical:</b> 2.2"w x 9.5"h	

Full Page

1/2 Page Vertical  
1/4 Page

1/2 Page Island

3" 2" 1"  
1/8 Page Horizontal  
1/6 Page Vertical

1/3 Page Vertical  
1/3 Page Square

1/2 Page Horizontal

## ELECTRONIC MEDIA REQUIREMENTS

- All ad materials must be sent digitally. Hi-resolution (300 dpi) PDFs, jpegs, tiffs, and eps files are accepted.
- All images must be saved at 300 dpi and large enough for the desired size.
- All artwork provided on CD should have all logos, screen/printer fonts included or embedded. Failure to include fonts may result in loss of text or font substitution at publisher's discretion. Please provide at least one proof.

- Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the space ordered.
- Ads can be placed on our FTP site. To log in from your Web browser, please use following address:

<http://www.rpnmag.com/artwork>

## TESTIMONIALS

"I regularly receive your magazine, and I would like to secure additional copies or permission to photocopy some of your articles. I appreciate your magazine very much."

— *Pastor Richard Weekley,*  
Georgetown Baptist Church, Georgetown, Kentucky

"Thank you for all you do for us. I cannot tell you how great the response has been from getting some of our articles published. We also really feel that advertising with you has given us more of a national presence."

— *Kimberly Porter,*  
Barnes Design Group

"I am the business administrator for a church in Pennsylvania and I like to share articles from RPN with the rest of my senior team in the form of taking portions of them and forwarding them as learnings."

— *Vivian Sawyer*  
Grace Fellowship, York, PA

## MARKETING OPPORTUNITIES

### POLYBAG INSERTS

If your company does direct mail, polybag inserts are an excellent option for getting your piece to 30,000 growing churches. The price to insert a bi-fold or tri-fold is only \$7000. This breaks down to about 23 cents each, and your piece will be mailed with a trusted source of information in *RPN*. Some limitations apply, so be sure to contact your sales rep about this exciting program.

### REPRINTS & BROCHURES

We also design and print the most professional brochures and mailers available, as well as reprints of

a specific ad or article. Whether it's logos, ads, brochures, or catalogs, we have the resources and technology to be your one-stop shop.

### INTERNET & E-NEWSLETTER OPPORTUNITIES

[rpnmag.com](http://rpnmag.com) is one of the fastest-growing Web sites available for churches looking for products and services. The site contains the latest version of the magazine, as well as archived issues. We also have an online Buyer's Guide to help churches easily find vendors for specific product lines. Buttons, banners and logo links within the Buyer's Guide are all available.

With an E-blast, market your company's specific message exclusively to 10,000+ churches. *The Religious Product News* E-Newsletter is a dynamic way to reach leaders in a fast-changing environment. With fresh content, issue previews and "best of" editorial, the E-Newsletter has an audience of its own.

For more information, please contact our Internet and Print division at

**888-548-2567.**

Issue	Feature Articles	Ministry of the Month	PSD	ASK THE PRO
<b>November</b> Ad closing 9/30/11	<b>FINANCE</b> Presentation Software Multipurpose Rooms Web Site Design and Hosting	Transportation	Organs & Pianos Microphones	Screens
<b>November Supplement – Church Sports &amp; Recreation</b>				
<b>December</b> Ad closing 11/1/11	<b>2011 HOT PRODUCTS &amp; SERVICES</b> Vacation Bible School Pulpits and Podiums	Church Directories	Stewardship and Fundraising Lending Companies	CD & DVD Duplicators
<b>January</b> Ad closing 12/1/11	<b>BUSES &amp; VANS</b> Projection & Presentation Church Management Software Security & Safety	Adult Sports & Recreation	VBS Materials Chairs and Pews	Tables
<b>February</b> Ad closing 1/2/12	<b>CHILDREN/YOUTH</b> Moveable Walls Seating Travel	Communication	Builders Software	Playgrounds
<b>February Supplement – Church Audio &amp; Video</b>				
<b>March</b> Ad closing 2/1/12	<b>2012 BUYER'S GUIDE</b>	Summer Programs	2012 Buyer's Guide	Microphones
<b>April</b> Ad closing 3/1/12	<b>CONSTRUCTION</b> Recreation Tables & Chairs Sunday School Curriculum	Youth: Mission Trips	Audio & Video Tape/CD Duplicators	Software
<b>April Supplement – Church Financial Guide</b>				
<b>May</b> Ad closing 4/2/12	<b>AUDIO/VIDEO</b> Stained Glass Signs Marketing	Web Site	Nursery Equipment Carpet & Flooring	Buses
<b>June</b> Ad closing 5/1/12	<b>SPORTS &amp; RECREATION</b> Seating Background Screening Nursery Equipment E-Giving	Multimedia	Lighting Buses & Vans	Speakers
<b>July</b> Ad closing 6/1/12	<b>SOFTWARE</b> Mini/Shuttle Buses Going Green Office Equipment Music	Bookstore/Library	Signs Tables	Construction
<b>July Supplement – Church Audio &amp; Video</b>				
<b>August</b> Ad closing 7/2/12	<b>STEWARDSHIP/FUNDRISING</b> Playgrounds Lighting & Staging Steeple & Bell Towers	Daycare	Moveable Walls Architects	Projectors
<b>August Supplement – Sanctuary &amp; Seating</b>				
<b>September</b> Ad closing 8/1/12	<b>TECHNOLOGY</b> Security Carpet & Flooring Steel/Modular Buildings	Recreation	Projector Accessories Web Site Design	Chairs
<b>September Supplement – Church Transportation &amp; Travel</b>				
<b>October</b> Ad closing 8/31/12	<b>OUTFITTING THE SANCTUARY</b> Microphones Clergy Apparel Improving Acoustics	Children: Nursery	Gym Equipment Projectors	Lighting
<b>November</b> Ad closing 10/1/12	<b>FINANCE</b> Presentation Software Multipurpose Rooms Web Site Design and Hosting	Transportation	Stained Glass Microphones	Signage
<b>November Supplement – Church Sports &amp; Recreation</b>				
<b>December</b> Ad closing 11/1/12	<b>2012 HOT PRODUCTS &amp; SERVICES</b> Vacation Bible School Facility Maintenance Pulpits and Podiums	Church Directories	Stewardship and Fundraising Lending Companies	CD & DVD Duplicators