

# Religious PRODUCT

Purchasing solutions for growing churches

NEWS®

Serving the  
church market  
for 15 years

## MEDIA GUIDE 2018

The only magazine for churches...

- Published 12 times a year
- Reaching 45,000 pastors & church leaders nationwide
- Completely devoted to CHURCH PRODUCTS & service selection

888-548-2567

[WWW.RPNMAG.COM](http://WWW.RPNMAG.COM)

# PRINT OPPORTUNITIES

*Religious Product News* is published monthly and is circulated to 45,000 pastors and church leaders (30,000 print, 15,000 digital).

## MECHANICAL SPECS

FULL PAGE TRIM SIZE: 8"wx10.5"h	1/3 PAGE VERTICAL: 2.2"w x 9.5"h
FULL PAGE LIVE AREA: 7.5"w x 10"h	1/3 PAGE SQUARE: 4.55"w x 4.7"h
FULL PAGE WITH BLEED: 8.25"w x 10.75"h	1/4 PAGE VERTICAL: 3.4"w x 4.7"h
2 PAGE SPREAD BLEED: 16.25"w x 10.75"h	1/6 PAGE VERTICAL: 2.2"w x 4.7"h
1/2 PAGE VERTICAL: 3.4"W x 9.5"h	1/8 PAGE HORIZONTAL: 3.4"w x 2.25"h
1/2 PAGE ISLAND: 4.55"w x 7.25"h	CLASSIFIED ADS 2.2"w x 1"h 2.2"w x 2"h 2.2"w x 3"h
1/2 PAGE HORIZONTAL: 7"w x 4.7"h	

### Mailing Address:

**Valor Media Concepts, Inc.**  
**P.O. Box 36577**  
**Birmingham, AL 35236**  
**205.979.1114 Fax:205.979.1235**  
**Toll Free: 1-888-548-2567**

## CIRCULATION PROFILE

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.

AD SIZE	12X	6X	1X
Full Page	\$3304	\$3776	\$4720
1/2 Island	\$1981	\$2264	\$2830
1/2 Page	\$1897	\$2168	\$2710
1/3 Page	\$1379	\$1576	\$1970
1/4 Page	\$1078	\$1232	\$1540
1/6 Page	\$742	\$848	\$1060
1/8 Page	\$599	\$684	\$855
2 Page Spread	N/A	\$7100	\$8900
Inside Front	N/A	\$4400	\$5500
Inside Back	N/A	\$4160	\$5200
Back Cover	N/A	\$5200	\$6500

**CLASSIFIED ADS - \$170 PER COLUMN INCH**

**Advertiser Uploads (FTP):**  
<http://www.rpnmag.com/artwork>

### TERMS, RATES & POLICIES

**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.

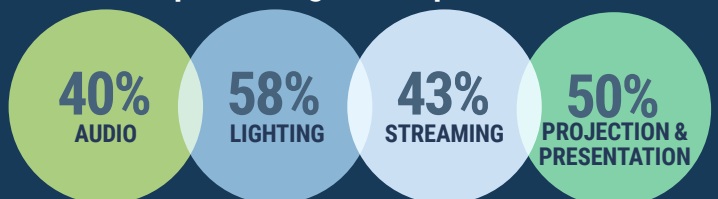
**LIABILITY:** Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of ad-vertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the ad-vertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of Religious Product News in whole or in part without prior written permission from the publisher is prohibited.

**In a recent survey, readers of Religious Product News shared their plans over the next two years:**

**40%** will build or renovate their worship facilities

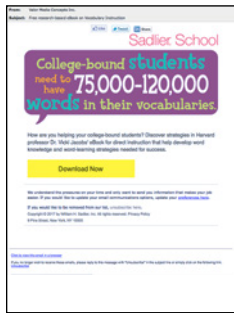


Percentage of readers who will be purchasing A/V/L products



# DIGITAL OPPORTUNITIES

## EBLAST



- Price: \$4600
- Dimensions: 600-800 px. W and around 1200 px. H in HTML code
- No more than 46,000 characters in HTML Code.

**Market your company's specific message exclusively to 15,000+ church leaders.**

## DIGITAL ISSUE



### DIGITAL EDITION ENHANCEMENTS

- AUDIO
- VIDEO
- SLIDEOUTS
- BLOW IN CARDS
- BELLY BANDS
- GATEFOLDS
- BARN DOOR FOLDS

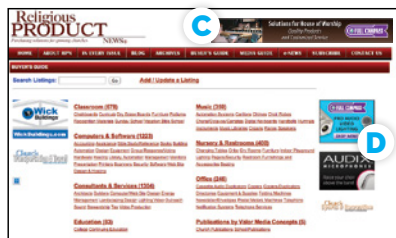
**AD IN PRINT MAGAZINE = FREE AD IN DIGITAL ISSUE**

## WEBSITE



### HOME PAGE

- A: BANNER:** \$1200 per month  
Dimensions: 468 px. W by 60 px. H
- B: BUTTON:** \$600 per month  
Dimensions: 144 px. W by 100 px. H



### BUYER'S GUIDE

- C: BANNER:** \$600 per month  
Dimensions: 468 px. by 60 px. H
- D: BUTTON:** \$300 per month  
Dimensions: 144 px. W by 100 px. H



### CATEGORY PAGE

- E: GOLD LISTING:** \$900 per year  
Dimensions: 145 px. W by 74 px. H
- F: SILVER LISTING:** \$750 per year  
Dimensions: 145 px. W by 74 px. H

## ENEWS

### SPONSOR BANNER

Price: \$1800  
Dimensions: 468 px. W x 60 px. H

### HOT PRODUCT

Price: \$1000  
50 words of text  
Dimensions: 110 px. W x 110 px H

### QUICK LINKS /3 MONTHS

Price: \$450  
Company Name, List of products & or services, (2 lines with 24 characters per line), Phone number or website



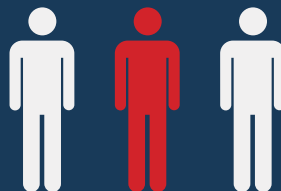
**Religious Product News reaches 15,000 church leaders digitally.**

1 in 5 will change their insurance provider



70% WILL PURCHASE NEW CURRICULUM

1/3 WILL ENHANCE THEIR SECURITY SYSTEMS



63% WILL TAKE A GROUP/MISSION TRIP



# 2018 EDITORIAL CALENDAR

2017

Issue	Feature Articles	Ministry of the Month	PSD	Enews
<b>NOVEMBER</b>	<b>FINANCE</b> Presentation Software Multipurpose Rooms Web Site Design & Hosting	Transportation	Signage Microphones	Finance Travel
<b>November Special Feature: Church Sports &amp; Recreation</b>				
<b>DECEMBER</b>	<b>2017 HOT PRODUCTS &amp; SERVICES</b> Vacation Bible School Facility Maintenance Pulpits & Podiums	Church Directories	Stewardship & Fundraising Lending Companies	Vacation Bible School Flooring
<b>JANUARY</b>	<b>BUSES &amp; VANS</b> Projection & Presentation Church Management Software Security & Surveillance Mobile Technology	Adult Sports & Recreation	VBS Materials Chairs & Pews	Buses & Vans Signage
<b>FEBRUARY</b>	<b>CHILDREN &amp; YOUTH</b> Moveable Walls Seating Travel	Communication	Builders Software	Children/Youth Tables & Chairs
<b>February Special Feature: Church Audio / Video / Lighting</b>				
<b>MARCH</b>	<b>2018 BUYER'S GUIDE</b>	Summer Programs	<b>2018 BUYER'S GUIDE</b>	Playgrounds Modular Buildings
<b>APRIL</b>	<b>CONSTRUCTION</b> Recreation Tables & Chairs Sunday School Curriculum	Youth: Mission Trips	Audio & Video Tape/CD Duplicators	Construction Background Screening
<b>April Special Feature: Church Financial Guide</b>				
<b>MAY</b>	<b>OUTFITTING THE SANCTUARY</b> Facility Theming Video Streaming Signs	Conferences & Retreats	Nursery Equipment Carpet & Flooring	Audio/ Video E-Giving
<b>JUNE</b>	<b>SPORTS &amp; RECREATION</b> Seating Background Screening Nursery Equipment E-Giving	Multimedia	Lighting Buses & Vans	Sports & Recreation Web Site Design/ Hosting
<b>JULY</b>	<b>SOFTWARE</b> Mini/Shuttle Buses Going Green Continuing Education Music	Preschool	Signs Tables	Software Moveable Walls
<b>July Special Feature: Church Audio / Video / Lighting</b>				
<b>AUGUST</b>	<b>STEWARDSHIP/ FUNDRAISING</b> Playgrounds Lighting & Staging Insurance	Daycare	Moveable Walls Architects	Stewardship/Fundraising Safety & Security
<b>August Special Feature: Sanctuary &amp; Seating</b>				
<b>SEPTEMBER</b>	<b>TECHNOLOGY</b> Security Carpet & Flooring Steel/Modular Buildings	Recreation	Projector Accessories Web Site Design	Technology Facility Maintenance
<b>September Special Feature: Church Transportation &amp; Travel</b>				
<b>OCTOBER</b>	<b>CONTEMPORARY WORSHIP</b> Microphones Multi-Site/Planting Improving Acoustics	Indoor Play	Gym Equipment Projectors	Outfitting the Sanctuary Projection and Presentation
<b>NOVEMBER</b>	<b>FINANCE</b> Presentation Software Multipurpose Rooms Security: Access Control	Transportation	Stained Glass Microphones	Finance Travel
<b>November Special Feature: Church Sports &amp; Recreation</b>				
<b>DECEMBER</b>	<b>2018 HOT PRODUCTS &amp; SERVICES</b> Vacation Bible School Facility Maintenance Pulpits and Podiums	Church Directories	Stewardship and Fundraising Lending Companies	Vacation Bible School Flooring

