

Religious PRODUCT

Purchasing solutions for growing churches

NEWS[®]

2017

MEDIA GUIDE

The only magazine for churches...

- Published 12 times a year
- Reaching 40,000 pastors & church leaders nationwide
- Completely devoted to CHURCH PRODUCTS & SERVICE SELECTION
- Educating churches since 2003

The choice is simple.

www.rpnmag.com

CONTENT | EDITORIAL & CIRCULATION

ABOUT

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.

CIRCULATION PROFILE

Religious Product News gets advertisers' products into the hands of 40,000 (30,000 printed, 10,000 digital) 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.

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
1/2 PAGE HORIZONTAL: 7"w x 4.7"h	2.2"w x 2"h
	2.2"w x 3"h

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

COLLATERAL REPRINTS & BROCHURES

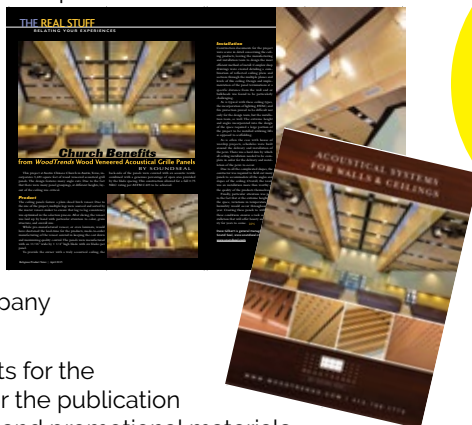
Valor Media Concepts is the ideal resource for the professional production of your company's brochures, catalogs, or mailers. We offer competitive pricing, as well as graphic design, printing, and shipping of the materials to you or your customers.

We also offer design services for your company's logos and advertisements.

Additionally, we can offer reprint services of an article layout for you to use as company collateral.

Look to Valor Media Concepts for the resources and technology for the publication of your company's collateral and promotional materials. We can be your one-stop shop. Why deal with multiple vendors when you can deal with one?

For more information, please contact your sales representative at 888-548-2567.



DIGITAL ISSUE ADVERTISING

Sponsor a Digital Edition!
* \$3,500

Includes a full page ad next to the digital cover and a block banner on the home page of the website.



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

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

NEWS PRICING

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



WEBSITE ADVERTISING OPPORTUNITIES



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

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EBLAST ADVERTISING

Market your company's specific message exclusively to 10,000+ church leaders.

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



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.

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2017 EDITORIAL CALENDAR

2016

Issue	Feature Articles	Ministry of the Month	PSD	Enews
NOVEMBER	FINANCE Presentation Software Multipurpose Rooms Web Site Design & Hosting	Transportation	Signage Microphones	Finance Travel
November Special Feature: Church Sports & Recreation				
DECEMBER	2016 HOT PRODUCTS & SERVICES Vacation Bible School Facility Maintenance Pulpits & Podiums	Church Directories	Stewardship & Fundraising Lending Companies	Vacation Bible School Flooring
JANUARY	BUSES & VANS Projection & Presentation Church Management Software Security & Surveillance Mobile Technology	Adult Sports & Recreation	VBS Materials Chairs & Pews	Buses & Vans Signage
FEBRUARY	CHILDREN & YOUTH Moveable Walls Seating Travel	Communication	Builders Software	Children/Youth Tables & Chairs
February Special Feature: Church Audio / Video / Lighting				
MARCH	2017 BUYER'S GUIDE	Summer Programs	2017 BUYER'S GUIDE	Playgrounds Modular Buildings
APRIL	CONSTRUCTION Recreation Tables & Chairs Sunday School Curriculum	Youth: Mission Trips	Audio & Video Tape/CD Duplicators	Construction Background Screening
April Special Feature: Church Financial Guide				
MAY	OUTFITTING THE SANCTUARY Facility Theming Video Streaming Signs	Conferences & Retreats	Nursery Equipment Carpet & Flooring	Audio/ Video E-Giving
JUNE	SPORTS & RECREATION Seating Background Screening Nursery Equipment E-Giving	Sound & Performance	Lighting Buses & Vans	Sports & Recreation Web Site Design/ Hosting
JULY	SOFTWARE Mini/Shuttle Buses Going Green Office Equipment Music	Preschool	Signs Tables	Software Moveable Walls
July Special Feature: Church Audio / Video / Lighting				
AUGUST	STEWARDSHIP/ FUNDRAISING Playgrounds Lighting & Staging Insurance	Daycare	Moveable Walls Architects	Stewardship/Fundraising Safety & Security
August Special Feature: Sanctuary & Seating				
SEPTEMBER	TECHNOLOGY Security Carpet & Flooring Steel/Modular Buildings	Recreation	Projector Accessories Web Site Design	Technology Facility Maintenance
September Special Feature: Church Transportation & Travel				
OCTOBER	CONTEMPORARY WORSHIP Microphones Clergy Apparel Improving Acoustics	Indoor Play	Gym Equipment Projectors	Outfitting the Sanctuary Projection and Presentation
NOVEMBER	FINANCE Presentation Software Multipurpose Rooms Security: Access Control	Transportation	Stained Glass Microphones	Finance Travel
November Special Feature: Church Sports & Recreation				
DECEMBER	2017 HOT PRODUCTS & SERVICES Vacation Bible School Facility Maintenance Pulpits and Podiums	Church Directories	Stewardship and Fundraising Lending Companies	Vacation Bible School Flooring