

Religious PRODUCT

Purchasing solutions for growing churches

NEWS®



MEDIA GUIDE 2016

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

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.

*Source: US Census Bureau

MECHANICAL SPECS

FULL PAGE TRIM SIZE: 8" w x 10.5" h	1/2 PAGE ISLAND: 4.55"w x 7.25"h	1/8 PAGE HORIZONTAL: 3.4"w x 2.25"h
FULL PAGE LIVE AREA: 7.5"w x 10"h	1/2 PAGE HORIZONTAL: 7"w x 4.7"h	CLASSIFIED ADS 2.2"w x 1"h
FULL PAGE WITH BLEED: 8.25"w x 10.75"h	1/3 PAGE VERTICAL: 2.2"w x 9.5"h	2.2"w x 2"h
2 PAGE SPREAD BLEED: 16.25"w x 10.75"h	1/3 PAGE SQUARE: 4.55"w x 4.7"h	2.2"w x 3"h
1/2 PAGE VERTICAL: 3.4"W x 9.5"h	1/4 PAGE VERTICAL: 3.4"w x 4.7"h	
	1/6 PAGE VERTICAL: 2.2"w x 4.7"h	

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

CLASSIFIED ADS - \$170 PER COLUMN INCH.

COLLATERAL

REPRINTS, BROCHURES & CATALOGS

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 OPPORTUNITIES



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

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.

DIGITAL EDITION ENHANCEMENTS

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

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
- C: SKYSCRAPER: \$2800** per month
Dimensions: 144 px. W by 600 px. H
- HALF SKYSCRAPER: \$1500** per month
Dimensions: 144 px. W by 300 px. H
- D: DIGITAL SPONSOR: \$3500** per month
Dimensions: 385 px. W by 385 px. H



BUYER'S GUIDE

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



(Static images only)

CATEGORY PAGE

- G: GOLD LISTING: \$900** per year
Dimensions: 145 px. W by 74 px. H
- H: SILVER LISTING: \$750** per year
Dimensions: 145 px. W by 74 px. H
- I: STANDARD LISTING: \$600** per year
Dimensions: 145 px. W by 74 px. H

ENEWS PRICING



LEADERBOARD

Price: \$2800
Dimensions: 600px. W x 80 px. H

SPONSORSHIP BANNER

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

FEATURED PRODUCT

Price: \$1400
150 words of text
Dimensions: 175 px. W x 175 px. H

HALF BLOCK BANNER

Price: \$1200
Dimensions: 385 px. W x 190 px. H

HOT PRODUCT 50 words of text

Price: \$1000
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

(Static images only)

Ask your sales representative about multiple issue discounts.

EBLASTS ADVERTISING OPPORTUNITIES

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

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.
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SONY

whatever you calling, we've got your projector

Projector promotions for House of Worship customers** from through March 31, 2014

Sony projector advantages

Picture Quality: BrightClear, Sony's LCD panels developed for high-end projectors, achieves superb brightness and contrast

Total Cost of Ownership: Up to \$1000 more life and reduced energy saving features

Installation Flexibility: Wide range of lens shift and Advanced Geometric Correction saves installation hassle

1 cash rebate
A cash rebate of up to \$1,000**

2 free lamp rebate
Two (2)** replacement lamps valued at \$1,170 MSRP**

3 Zero% Lease Financing Program
Pay 0% monthly (minimum) without interest

total savings up to \$2,169 + more

Contact your Sony Representative for details, or visit sany.com/ROProjectors

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 advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser'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.

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WWW.RPNMAG.COM

Issue	Feature Articles	Ministry of the Month	PSD	Enews
November	FINANCE Presentation Software Multipurpose Rooms Web Site Design and Hosting	Transportation	Signage Microphones	Vacation Bible School Flooring
November Special Feature: Church Sports & Recreation				
December	2015 HOT PRODUCTS & SERVICES Vacation Bible School Facility Maintenance Pulpits and Podiums	Church Directories	Stewardship and Fundraising Lending Companies	Finance Travel
January	BUSES & VANS Projection & Presentation Church Management Software Security & Safety Mobile Technology	Adult Sports & Recreation	VBS Materials Chairs and 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	2016 BUYER'S GUIDE	Summer Programs	2016 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	AUDIO/VIDEO/LIGHTING Stained Glass Signs Marketing	Social Media	Nursery Equipment Carpet & Flooring	Audio/ Video E-Giving
June	SPORTS & RECREATION Seating Background Screening Nursery Equipment E-Giving	Multimedia	Lighting Buses & Vans	Sports & Recreation Web Site Design/ Hosting
July	SOFTWARE Mini/Shuttle Buses Going Green Office Equipment Music	Bookstore/Library	Signs Tables	Software Moveable Walls
July Special Feature: Church Audio & Video				
August	STEWARDSHIP/FUNDRAISING Playgrounds Lighting & Staging Steeple & Bell Towers	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	OUTFITTING THE SANCTUARY Microphones Clergy Apparel Improving Acoustics	Children: Nursery	Gym Equipment Projectors	Outfitting the Sanctuary Projection and Presentation
November	FINANCE Presentation Software Multipurpose Rooms Web Site Design and Hosting	Transportation	Stained Glass Microphones	Finance Travel
November Special Feature: Church Sports & Recreation				
December	2016 HOT PRODUCTS & SERVICES Vacation Bible School Facility Maintenance Pulpits and Podiums	Church Directories	Stewardship and Fundraising Lending Companies	Vacation Bible School Flooring

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