



Advertising Package

Your guide & options to advertising on christianaudio

V 1.1

ABOUT US

christianaudio began in 2004 to assist Christians by offering helpful and thoughtful books to shape hearts and minds in loving God. This mission had a two-fold strategy: first we desired to publish high-quality, unabridged, and competitively priced important Christian audiobooks previously not produced in audio and second, we intended to use our technology background to launch christianaudio.com and make it the leading provider of Christian audio content on the Internet. In the last five years, christianaudio has published nearly 500 audiobooks and offers nearly 4,000 other audiobooks from leading publishers on our flagship site, christianaudio.com. The vision of christianaudio continues to expand in order to reach as many people as possible with important Christian content.

ADVERTISING WITH US

christianaudio is pleased to be an Internet destination for Christian audio downloads. Since our start in mid-2004, we've worked as hard as possible to keep our mission of being one of the most trusted places on the Internet. In mid-fall 2010, christianaudio plans to launch a long overdue, complete redesign of our industry leading site with customer requested features, technological enhancements, and a few "bells and whistles" all our own!

One major enhancement we're excited to launch is the ability to sell prime advertising zones on a Christian focused website with a strong and rapidly growing customer base and worldwide recognition.

***Note: Ad acceptance is ultimately at the discretion of christianaudio. We ask that you, as closely as possible, match the color scheme of our website and do not submit flashing or animated ads.**

OUR ADVERTISING PARTNER

Re-launching an established web brand is no easy task and re-launching with additional features that have never existed in our platform is an even larger task. After careful consideration and research, we are proud to have selected Beacon Ad Network as our exclusive ad network.

Beacon is a Christian ad network that puts publishers in charge of their ads. They offer two main methods: advertising on individual sites or advertising across a channel. They are also the first automated marketplace for placing ads on Christian websites. For information, visit <http://beaconads.com>

CONTACTING US

All advertising on christianaudio is served and sold through the Beacon Ad Network and can be [purchased here](#).

Any questions on potential or existing advertising purchases should be directed to [Beacon](#).

If you have questions specific to the placement of an ad on our website, or for clarification on items in this Advertising Package, you can contact a representative at advertise@christianaudio.com

OUR WEB REACH*

Website:

- More than 83,000 visits from more than 45,000 unique visitors per month (all over the world)
- Visitors spend an average of more than 5 minutes browsing the site
- Served more than 100,000 free audiobook downloads in 2010 through our 'download of the month' program (<http://christianaudio.com/free>)
- More than 85% of active users live in the United State, Canada, Mexico, and Australia

Email Marketing (coming soon)

Facebook & Twitter (coming soon)

RSS Advertising (coming soon)

*Reach determined by Google Analytics, during the first two quarters of 2010

* Demographics per survey conducted in 2009 by christianaudio.com

OUR WEB DEMOGRAPHICS*

Highlights:

- 96% Attend a church or assembly regularly
- 71% Serve in some official capacity at their church
- 80% Read or listen to more non-fiction titles (vs. fiction)

Gender:

Male - **66%**
Female - **34%**

Age:

17 and under - **0.5%**
18 - 29 - **15%**
30 - 44 - **36%**
30 - 44 - **36%**
45 - 60 - **41%**
61 + - **7.5%**

Marital Status:

Married - **80%**
Single - **20%**

Age of Children in Home: (users select more than one)

Under 2 - 10%
2 – 5 - 17%
6 – 11 - 23%
12 – 17 - 23%
Over 18 - 18%
None - 41%

Church Involvement:

Pastoral / Lay Leader - 36%
Teacher / Volunteer - 28%
Church Staff - 7%

Read or listen to more:

Fiction - 20%
Non-fiction - 80%

Religious Denomination:

Non-denominational - 34%
Baptist - 27%
Reformed - 11%
Presbyterian - 7%
Pentecostal/Charismatic - 6%
Methodist/Wesleyan - 4%
Catholic - 3%
Other - 8%

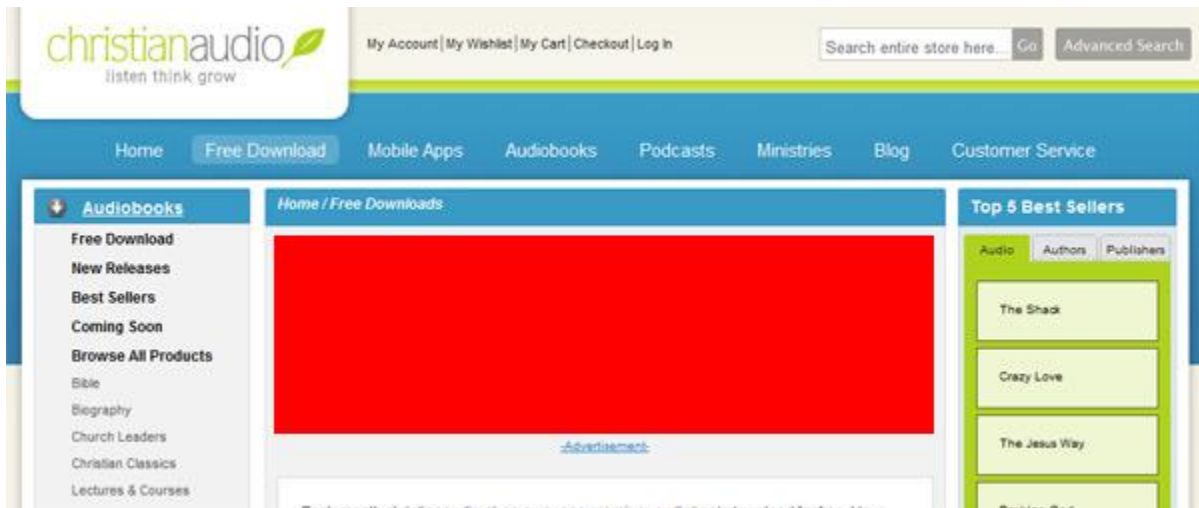
*Reach determined by Google Analytics, during the first two quarters of 2010

* Demographics per survey conducted in 2009 by christianaudio.com

PROMOTIONAL BANNER OPTIONS

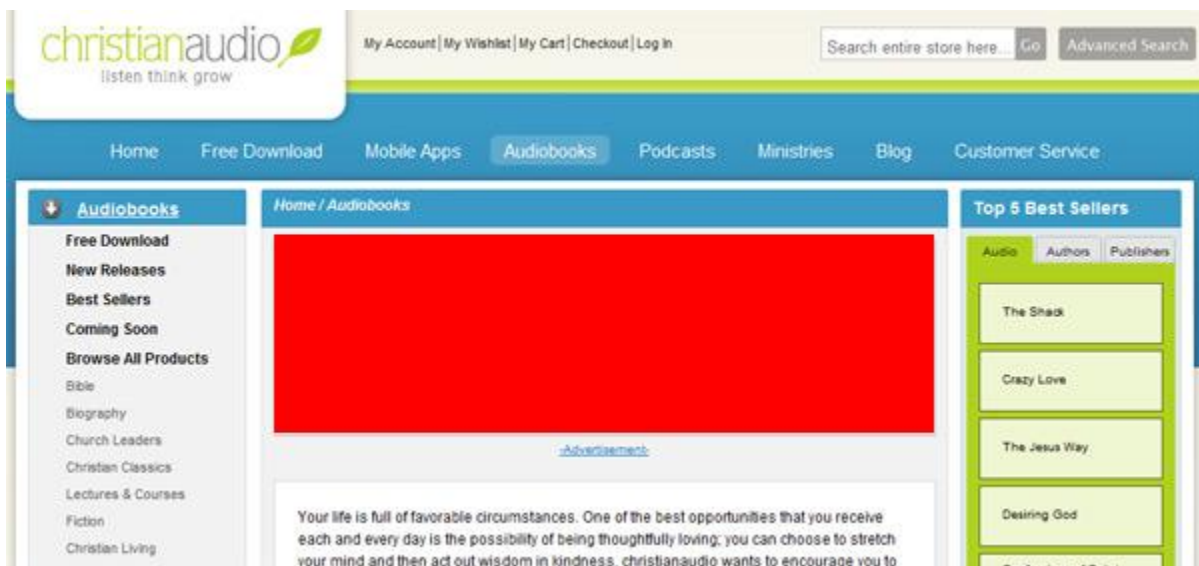
Leader (free page) - [Purchase here](#)

- **Spots offered:** 3 per month
- **Cost:** \$900 per 30 days
- **Banner location:** <http://christianaudio.com/free> ONLY
 - Positioned at the top of the page, just below breadcrumbs (indicated in red, below)



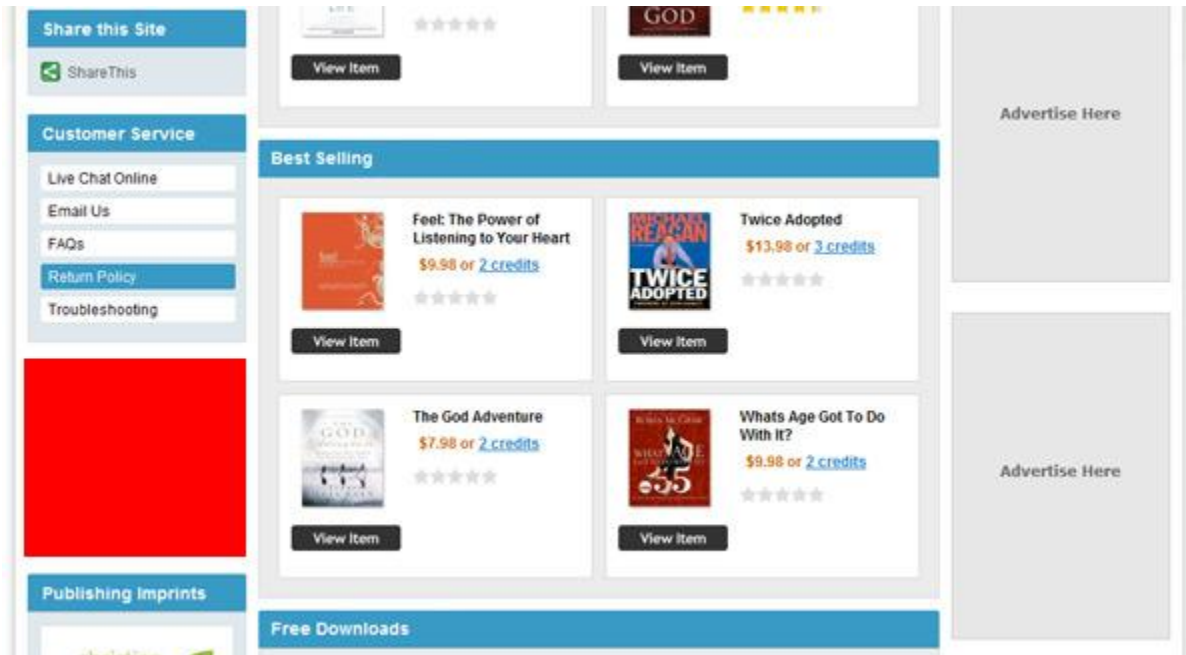
Leader (landing pages) - [Purchase here](#)

- **Spots offered:** 4 per month
- **Cost:** \$500 per 30 days
- **Banner location:** Most site-wide landing pages
 - Included in this zone: /audiobooks, /contact, /mobileapps, /podcasts, /ministries, /72hours, seasonal promotion pages, and others
 - The home page, search result pages, the “My Account” section, and product & category pages **are excluded** from this banner advertising zone as well as some individual ministry pages, per agreements with that ministry
 - Positioned at the top of the page, just below breadcrumbs (indicated in red, below)



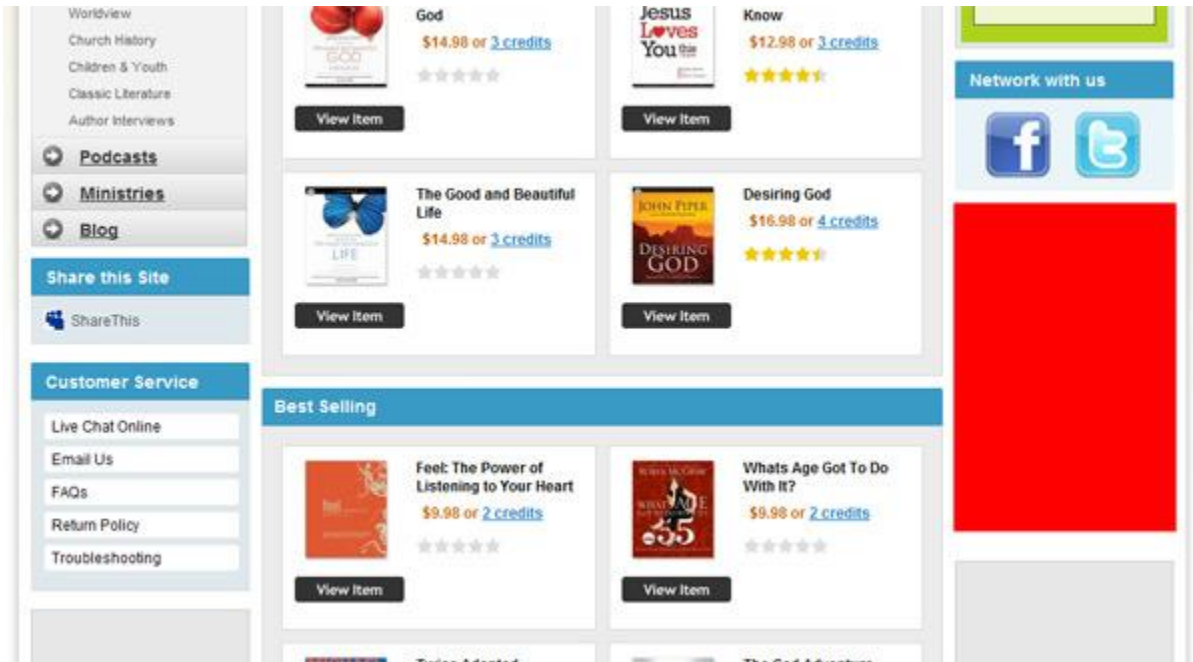
Left Sidebar (middle) - [Purchase here](#)

- **Spots offered:** 6 per month
- **Cost:** \$100 per 30 days
- **Banner location:** All site-wide pages that include the left “navigation” sidebar
 - Included in this zone: /audiobooks, /contact, /mobileapps, /podcasts, /ministries, /72hours, the home page, individual ministry pages, search result pages, the “My Account” section, product & category pages, the blog, seasonal promotion pages, and more
 - Positioned near the middle of the page in the left sidebar, just below the “Customer Service” link-box and just above the rotating “Publishers” logo-box (indicated in red, below)



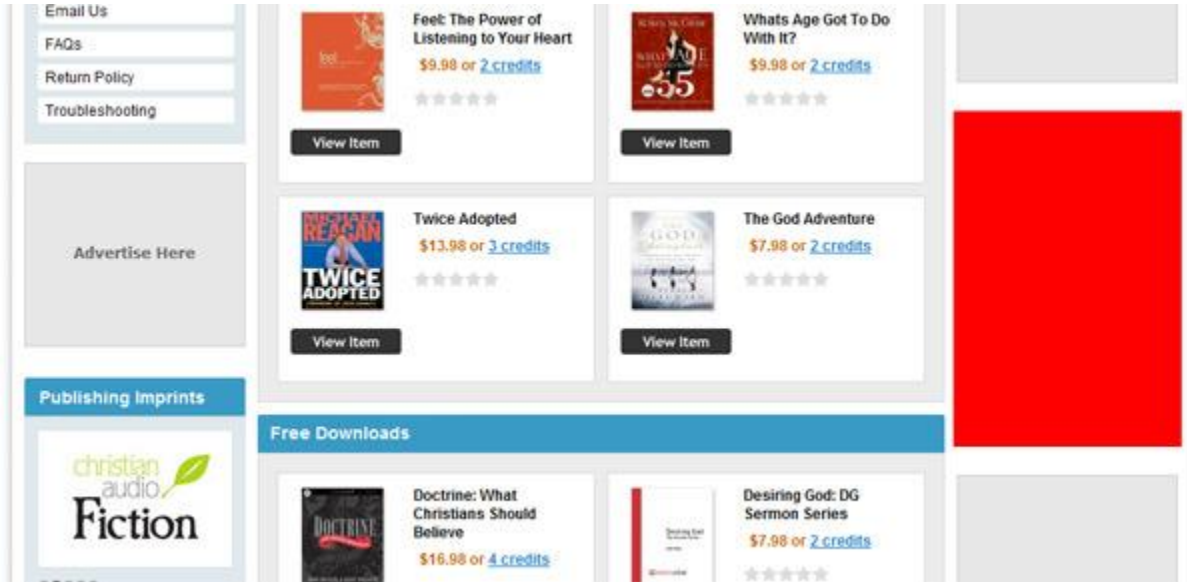
Right Sidebar (top) - [Purchase here](#)

- **Spots offered:** 5 per month
- **Cost:** \$400 per 30 days
- **Banner location:** All site-wide pages that include the right sidebar
 - Pages included: /audiobooks, /contact, /mobileapps, /podcasts, /ministries, /72hours, home page, search result pages, product & category pages, seasonal promotion pages, and more
 - Some individual ministry pages are excluded from this zone, per agreements with that ministry
 - Positioned near the top-middle of the page in the right sidebar, just below the “Network with us” box and above another banner zone (indicated in red, below)



Right Sidebar (middle) - [Purchase here](#)

- **Spots offered:** 1 per month
- **Cost:** \$300 per 30 days
- **Banner location:** All site-wide pages that include the right sidebar
 - Pages included: /audiobooks, /contact, /mobileapps, /podcasts, /ministries, /72hours, home page, search result pages, product & category pages, seasonal promotion pages, and more
 - Some individual ministry pages are excluded from this zone, per agreements with that ministry
 - Positioned near the middle of the page in the right sidebar, situated between two other banner zones (indicated in red, below)



Right Sidebar (bottom) - [Purchase here](#)

- **Spots offered:** 7 per month
- **Cost:** \$200 per 30 days
- **Banner location:** All site-wide pages that include the right sidebar
 - Pages included: /audiobooks, /contact, /mobileapps, /podcasts, /ministries, /72hours, home page, search result pages, product & category pages, seasonal promotion pages, and more
 - Some individual ministry pages are excluded from this zone, per agreements with that ministry
 - Positioned near the bottom of the page in the right sidebar, just below another banner zone and just above the footer (indicated in red, below)

