



growthrac
2012
MEDIA KIT

A stylized heart logo composed of two curved lines, one black and one blue, positioned to the right of the text.



growthtrac.com • growthtracrado.com • Build a Better Marriage

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Growthtrac Ministries is a Christian non-profit that delivers marriage enrichment content online at *Growthtrac.com* and *GrowthtracRadio.com*. Bring your message to a responsive, niche audience through a unique mix of banner ads, email blasts and radio spots. We are committed to carefully selecting appropriate advertisers and ministries, and we guide them in effective ways to accomplish their goals and produce results.

- Influence buying decisions
- Build brand awareness
- Reach active and involved Christians

INFORMATION

877-458-6266 • 847-458-6266 • fax 847-458-6676 • contact@growthtrac.com
www.growthtrac.com/advertise

AUDIENCE DEMOGRAPHICS

- Male/Female: 26% / 74%
- Median Age: 40
- Married: 84%
- Attended or Graduated College: 61%
- Involved in Church Leadership: 48%
- Attended a Marriage Conference in the Past Year: 44%
- Online Shoppers: 82%



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STATS

Growthtrac.com

- Monthly Pageviews: 85,000
- Monthly Unique Visitors: 31,000

e-Blasts

- Our newsletter features the newest content on our website and informs our readers of new features.
- Subscriptions: 21,000+

GrowthtracRadio.com

- Monthly Streams Launched: 200,000+

GENERAL

Application/Submissions

- Please call 877-458-6266 or email contact@growthtrac.com to initiate an Insertion Order.

Materials Deadline

- Banners: 10-days prior (160x600, 300x250, 728x90 and 180x150)
- Radio Script: 30-days prior
- HTML for exclusive e-blast: 10-days prior
- Please provide ALT text and URL for linking.

Discount

- Rates listed are gross — 15% agency discount applies



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PACKAGE PRICING

Package A	<ul style="list-style-type: none"> ▪ 350K Banner Impressions ▪ 1x Exclusive e-Newsletter ▪ Radio: 240 30-sec spots — 13-weeks — 4x per day ▪ Includes Facebook publicity 	\$3,195
Package B	<ul style="list-style-type: none"> ▪ 250K Banner Impressions ▪ 1x Exclusive e-Newsletter ▪ Radio: 180 30-sec spots — 13-weeks — 3x per day ▪ Includes Facebook publicity 	\$2,595
Package C	<ul style="list-style-type: none"> ▪ 200K Banner Impressions ▪ 1x Exclusive e-Newsletter ▪ Radio: 180 30-sec spots — 13-weeks — 3x per day ▪ Includes Facebook publicity 	\$2,395
Package D	<ul style="list-style-type: none"> ▪ 100K Banner Impressions ▪ 1x Shared e-Newsletter ▪ Radio: 60 30-sec spots — 4-weeks — 2x per day ▪ Includes Facebook publicity 	\$1,495
Package E	<ul style="list-style-type: none"> ▪ 75K Banner Impressions ▪ Radio: 60 30-sec spots — 4-weeks — 2x per day 	\$825

- Radio packages include professional voice-over and production
- Advertiser must provide script for radio spot.
- Banners run site-wide and include four sizes — 160x600, 300x250, 728x90 and 180x150
- Banners may be distributed across multi-months in 25K increments
- For examples, please see www.growthtrac.com/advertise
- Facebook publicity: Growthtrac will creatively promote your product to over 4,500+ fans



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BANNER AD PRICING

Each block delivers 25,000 impressions. Blocks are available on a monthly basis.

Total Blocks Purchased	Cost Per Block
1-3	\$175
4-6	\$143
7+	\$132

- Banners run site-wide and include all four sizes — 160x600, 300x250, 728x90 and 180x150
- For examples, please see www.growthtrac.com/advertise

E-NEWSLETTER AD PRICING

Space is available on our monthly e-Newsletter. We currently maintain a list of 21,000 opt-ins — a targeted list to your audience — in two formats:

- **Shared** — your 160x600 (right column) ad is included in our monthly HTML e-Newsletter.
- **Exclusive** — your ad runs on an exclusive HTML e-blast displaying only your ad copy. Limited availability. You provide the creative/HTML.

Subscribers January 2011		Total Cost
21,000	Shared 1x	\$720
21,000	Exclusive 1x	\$995

- The Shared e-Newsletter frequency is once-per-month.
- For examples and more information, please see www.growthtrac.com/advertise



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RADIO SPOT PRICING

13-weeks Radio — 4x per day — 240 30-sec spots	\$965
13-weeks Radio — 3x per day — 180 30-sec spots	\$785
4-weeks Radio — 2x per day — 60 30-sec spots	\$375

Professional voice-over and spot production \$200

- Spots air between 7am and 7pm CST.
 - Voice-over service: Advertiser must provide script.
 - For examples and more information, please see www.growthtrac.com/advertise
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RICH MEDIA SPECIFICATIONS

Ad Unit Guidelines

- We accept GIF, JPEG, Rich Media (Flash)
- 30-second maximum for any animation.
- Animated strobe affects are not permitted.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Any sound must be user-initiated, defined as a click and not a mouse-over or rollover, and clearly labeled with "Play" and "Stop" controls.
- The Flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.

	GIF or JPG	Maximum Size
Med Rectangle	300x250	40K
Leader Board	728x90	40K
Rectangle	180x150	40K
Wide Skyscraper	160x600	40K

Flash

- A back-up GIF must be trafficked along with the file for those users unable to see the Flash creative.
- Growthtrac accepts up to Flash 8.0.
- Make sure that the variables are set to _blank so that when clicked the destination page is drawn into a new browser window
- For the ad to be made clickable, clickTag code (shown below) should be attached to an invisible button. The invisible button (a button that contains only a hit state) should be the same size as the ad unit and placed on the topmost layer of the Flash file. The clickTag code (displayed below) allows Growthtrac to track the clicks for the ads. It must read EXACTLY as shown below (no additional punctuation, quotes, etc.):

```
on (release)
{ if (clickTAG.substr(0,5) == "http:")
{ getURL(clickTAG); } }
```



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TERMS & CONDITIONS

Credit, Billing

Invoices are due net 30 days to established advertisers and agencies. New advertisers or agencies must pay cash (or credit card) with first order. Past due accounts will be charged one-percent (1%) of the total unpaid balance per month. Accounts that are more than 90-days past due will be required to submit cash in advance of future orders. Advertiser and agency assume joint liability for payment of all debt incurred by the agency on behalf of the advertiser. Advertiser must pay directly to Growthtrac the net cost of all advertisements placed by the agency when agency fails to pay.

Rejection

Any advertisement placed on the Growthtrac sites 1) must be consistent with Growthtrac's Mission Statement and Statement of Faith, 2) comply with all federal, state and local laws and regulations, and 3) must not be inappropriate — as deemed by Growthtrac — including the following excluded categories:

Adult/sexual content, alcoholic beverages, cosmetic surgery, dating services, dieting, adult intimacy products, gambling, health supplement products, long distance services, multi-level marketing & work at home businesses, referral marketing, income opportunities, investment & mortgage services, non-faith-based businesses, political/dogmatic commentary, specific medical conditions or therapy.

Growthtrac reserves the right to reject any advertisement at any time and is not responsible for costs relative to advertisement rejection.

Commission

Fifteen percent (15%) of gross billing is allowed to recognized advertising agencies

Rate Changes

Growthtrac reserves the right to change advertising rates at any time without advance notice.