



life-changing resources for your marriage    [www.growthtrac.com](http://www.growthtrac.com) • [growthtracradio.com](http://growthtracradio.com)

## Online Opportunities

### 2010 RATES AND DATA

**MARRIAGE** ▪ Growthtrac Ministries — a non-profit Christian marriage organization — strengthens marriages by providing life-changing, Christ-centered resources through innovative online media. We offer the opportunity to advertise on *growthtrac.com*, through banner ads, in our email newsletters and on our streamed radio station, GrowthtracRadio at *growthtracradio.com*.

**MUSIC** ▪ Featuring a loyal audience and strong content, Growthtrac's Music channel may be the ideal venue for your Christian music ad buy.

### 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%

### WEBSITE & NEWSLETTER STATS

Growthtrac.com

- Monthly Pageviews: 81,000
- Monthly Unique Visitors: 30,000

Our newsletter features the newest content on our website and informs our readers of new features.

- Subscriptions: 20,000

GrowthtracRadio.com

- Monthly Streams Launched: 10,000

### FOR MORE INFORMATION

Please contact Growthtrac Ministries  
877-458-6266 ▪ fax 847-458-6676 ▪ [contact@growthtrac.com](mailto:contact@growthtrac.com)  
[www.growthtrac.com/advertise](http://www.growthtrac.com/advertise)

## GENERAL

### Application/Submissions

Please call 877-458-6266 or email [contact@growthtrac.com](mailto:contact@growthtrac.com) to initiate Insertion Order.

### Materials Deadline

Banners: 10-days prior (120x522, 120x240, 468x60, 728x90)

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

## RICH MEDIA SPECIFICATIONS

### General

- 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
Banner	468x60	25K
Leader Board	728x90	30K
Skyscraper	120x522	25K
Med Rectangle	120x240	15K

### 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); } }
```

## PACKAGE PRICING

<b>Package A</b>	<ul style="list-style-type: none"> <li>▪ 350K Banner Impressions</li> <li>▪ 1x Exclusive e-Newsletter</li> <li>▪ Radio: 240 30-sec spots — 13-weeks — 4x per day</li> <li>▪ Includes Twitter publicity</li> </ul>	\$3,195
<b>Package B</b>	<ul style="list-style-type: none"> <li>▪ 250K Banner Impressions</li> <li>▪ 1x Exclusive e-Newsletter</li> <li>▪ Radio: 180 30-sec spots — 13-weeks — 3x per day</li> <li>▪ Includes Twitter publicity</li> </ul>	\$2,495
<b>Package C</b>	<ul style="list-style-type: none"> <li>▪ 200K Banner Impressions</li> <li>▪ 1x Exclusive e-Newsletter</li> <li>▪ Radio: 180 30-sec spots — 13-weeks — 3x per day</li> <li>▪ Includes Twitter publicity</li> </ul>	\$2,295
<b>Package D</b>	<ul style="list-style-type: none"> <li>▪ 100K Banner Impressions</li> <li>▪ 1x Shared e-Newsletter</li> <li>▪ Radio: 60 30-sec spots — 4-weeks — 2x per day</li> <li>▪ Includes Twitter publicity</li> </ul>	\$1,395
<b>Package E</b>	<ul style="list-style-type: none"> <li>▪ 75K Banner Impressions</li> <li>▪ Radio: 60 30-sec spots — 4-weeks — 2x per day</li> </ul>	\$795

- Radio packages include professional voice-over and production
- Advertiser must provide script for radio spot.
- Banners run site-wide and include four sizes — 120x522, 120x240, 468x60, 728x90
- Banners may be distributed across multi-months in 25K increments
- For examples, please see [www.growthtrac.com/advertise](http://www.growthtrac.com/advertise)
- Twitter publicity: Growthtrac will creatively *tweet* your product to 500+ followers 4x— (once weekly, over 4 weeks)

## BANNER AD PRICING

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

Total Blocks Purchased	Cost Per Block
1-3	\$150
4-6	\$130
7+	\$120

- Banners run site-wide and include all four sizes — 120x522, 120x240, 468x60, 728x90
- For examples, please see [www.growthtrac.com/advertise](http://www.growthtrac.com/advertise)

## E-NEWSLETTER AD PRICING

Space is available on our monthly e-Newsletter. We currently maintain a list of 19,000 opt-ins — a targeted list to your marriage audience — in two formats:

- **Shared** — your 120x522 (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.

<b>Subscribers January 2010</b>		<b>Total Cost</b>
20,000	<b>Shared</b>	\$720
20,000	<b>Exclusive</b>	\$995

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

## RADIO AD PRICING

13-weeks Radio — 4x per day — 240 30-sec spots	\$720
13-weeks Radio — 3x per day — 180 30-sec spots	\$568
4-weeks Radio — 2x per day — 60 30-sec spots	\$200

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](http://www.growthtrac.com/advertise)

### **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.