



growthtrac
2018 MEDIA KIT



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 via *Growthtrac.com* and *GrowthtracRado*. 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 • contact@growthtrac.com
www.growthtrac.com/advertise

AUDIENCE DEMOGRAPHICS

- Male/Female: 25% / 75%
- 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: 100,000
- Monthly Unique Visitors: 75,000

e-Blasts

- Our monthly e-newsletter features the newest content & features on our website.
- Opt-in subscriptions: 32,000

GrowthtracRadio.com

- Monthly Streams Launched: 250,000+

GENERAL

Application/Submissions

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

Materials Deadline

- Banners: 10-days prior — 300x250, 728x90 and 300x600 *
- Radio Script: 30-days prior (if Growthtrac is producing the spot.)
- HTML for exclusive e-blast: 10-days prior. Please provide email 'Subject' line.

(*) 300x600 is needed for shared e-blasts.

Discount

- Rates listed are gross — 10% agency discount applies.

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PACKAGE PRICING

<p>Package A</p> <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 	<p>\$3,195</p>
<p>Package B</p> <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 	<p>\$2,675</p>
<p>Package C</p> <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 	<p>\$2,465</p>
<p>Package D</p> <ul style="list-style-type: none"> ▪ 100K Banner Impressions ▪ 1x Shared e-Newsletter ▪ Radio: 60 30-sec spots — 4-weeks — 2x per day 	<p>\$1,554</p>
<p>Package E</p> <ul style="list-style-type: none"> ▪ 75K Banner Impressions ▪ Radio: 60 30-sec spots — 4-weeks — 2x per day 	<p>\$875</p>

- Banners run site-wide and include two sizes — 300x250, and 728x90.
- Banner for the Shared e-blast is 300x600
- Facebook publicity: Growthtrac will creatively promote your product to 8,500 fans.

Radio

- Radio packages include professional voice-over and production.
- Spots air between 7am and 7pm CST, unless specified.
- Advertiser must provide the radio script.
- Radio spots produced by Growthtrac are for play on GrowthtracRadio only.
- To listen to Radio spot examples and for more information, please see www.growthtrac.com/advertise

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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	\$185
4-6	\$155
7+	\$145

- Banners run site-wide and include all three sizes — 300x250 and, 728x90
- 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 31,000 opt-ins — a targeted list to your audience — in two formats:

- **Shared** — your 300x600 (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 December 2017		Total Cost
31,000	Shared 1x	\$795
31,000	Exclusive 1x	\$1,095

- The Shared e-Newsletter availability 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 production \$200

- Spots air between 7am and 7pm CST, unless specified.
- If Growthtrac produces the radio spot, advertiser must provide the script.
- Radio spots produced by Growthtrac are for play on GrowthtracRadio only.
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RICH MEDIA SPECIFICATIONS

Ad Unit Guidelines

- We accept GIF and JPEG
- No animation is permitted.
- Animated strobe affects are not permitted.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Sound is not permitted.

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

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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 (10%) 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.