

# Media Kit

## 2017-2018

16965 Pine Lane  
Suite 202  
Parker, CO 80134

800.543.1353  
ads@christianstandardmedia.com  
www.christianstandardmedia.com

 /christianstandardmedia  
 @yourCSmedia  
 @christianstandardmedia

CHRISTIAN STANDARD  
MEDIA

**Providing true-to-the-Bible  
resources that inspire, educate,  
and motivate people to a growing  
relationship with Jesus Christ.**

**Who We Are.**  
**Christian Standard Media**

## Christian Standard

*Christian Standard* has been resourcing Christian leaders for more than 150 years. Make sure every leader and reader in your church – from ministers and staff, to elders and deacons, to ministry and small group leaders – can receive their own copy! Engage thought, ignite discussion, and stay connected with opinions, leaders, and Christian churches worldwide.

 @ChristianStandardMagazine

 @ChrStandard

 /ChristianStandardMagazine

## The Lookout

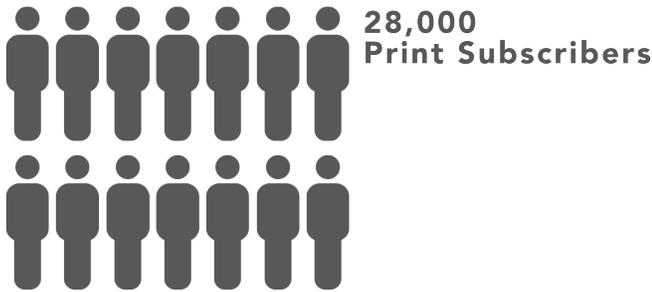
*The Lookout* is a resource for your own daily walk with Christ. Every week it equips believers to grow in their spiritual lives, influence their communities, deepen their relationships, and engage the world in biblically guided ways. Take advantage of *The Lookout's* unique way of integrating your personal devotion, Bible study, and prayer life into your small group, Sunday School class, or just your personal biblical journey.

 @LookoutMagazine

 @LookoutMagazine

 /TheLookoutMagazine

# Statistics.



 *Christian Standard*

 *The Lookout*

*\*All statistics are monthly averages.*

# Process.



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Step

## 01#

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### Reserve Your Space

To reserve ad space, call 800.543.1353, or email [ads@christianstandardmedia.com](mailto:ads@christianstandardmedia.com).

Dates are reserved on a first-come, first-served basis, so don't delay!

Please see the **Editorial Calendar** for reservation dates.

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Step

## 02#

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### Ad Creation

We want to ensure that your ad is as successful as possible! Please carefully read the **Policies** and **Style Guidelines**, and be sure to let us know if you have any questions!

Not sure that your ad will make the cut? We're happy to help fine-tune your design!

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Step

## 03#

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### Billing

Advertising is billed upon publication. We appreciate your prompt payment!

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Step

## 04#

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### Success

Enjoy the fruits of advertising with Christian Standard Media! We want to have a successful partnership with our advertisers, so please let us know about your experience advertising with us!

# Editorial Calendar.

Add your message to *Christian Standard's* unique mix of information, analysis, and practical insights for leaders and involved members of Christian churches and churches of Christ.

*Christian Standard:*

- Connects church members with the worldwide fellowship of Christian Churches.
- Encourages simple Christianity in a world that's tired of divisions and disunity.
- Equips leaders to face the issues and devise the strategies that will lift up Jesus in our secular culture.

CHRISTIAN STANDARD			
Issue	Theme	Reserve By	Materials Due
November 2017	Missionary Mindset (NACC Issue)	8/4	9/5
December 2017	Admitting and Adjusting our Advantage	9/5	10/2
January 2018	Finance	10/2	11/6
February 2018	Unity and Love	11/6	12/4
March 2018	Conflict, Division, & Failure	12/4	1/5
April 2018	Easter	1/5	2/5
May 2018	Church Health	2/5	3/5
June 2018	Generations	3/5	4/6
July 2018	Restoration Movement	4/6	5/4
August 2018	Gearing Up For Fall	5/4	6/4
September 2018	Urban	6/4	7/6
October 2018	Rural	7/6	8/6
November 2018	International	8/6	9/7
December 2018	Christmas	9/7	10/5

Add your message to *The Lookout's* unique mix of inspiration, encouragement, Sunday school lessons, commentary, and news for one's own daily walk with Christ.

*The Lookout* equips believers to:

- Grow in their spiritual lives
- Influence their communities
- Deepen their relationships
- Reach the world

THE LOOKOUT			
Issue	Theme	Reserve By	Materials Due
46	Life of Faith: Covenant	8/4	9/1
50	Life of Faith: Real Faith	9/1	9/29
1 (weeks 1-4)	Life of Faith: Persevere	9/29	10/27
2 (weeks 5-8)	Life of Faith: Transformed	10/27	11/24
3 (weeks 9-12)	Worship: Obedient	11/24	12/22
4 (weeks 13-16)	Worship: Worthiness	12/22	1/19
5 (weeks 17-20)	Worship: Heart	1/19	2/16
6 (weeks 21-24)	Justice & Mercy: Justic	2/16	3/16
7 (weeks 25-28)	Justice & Mercy: Mercy	3/16	4/13
8 (weeks 29-32)	Justice & Mercy: Mission	4/13	5/11
9 (weeks 33-36)	TBD	5/11	6/8
10 (weeks 37-40)	TBD	6/8	7/6
11 (weeks 41-44)	TBD	7/6	8/3
12 (weeks 45-48)	TBD	8/3	8/31
13 (weeks 49-52)	TBD	8/31	9/28

# Policies.

We want to make advertising easy.

**1. All ads are subject to publisher's approval.** The publisher reserves the right to accept, classify, cancel, edit, or reject any advertising copy and to place the word "advertisement" on the ad.

**2. Advertisers and their agencies assume full legal liability for all ad content.**

**3. Neither the advertiser nor any agency acting on its behalf is allowed to cancel or change any insertion order after the "Reserve By" date.** See **Cancellation Policy** below.

**4. Advertisement via social media is at the publisher's discretion.** The publisher reserves the right to utilize advertising materials for promotion via any or all Christian Standard Media accounts, or to decline to use materials for social media promotion. See **Style Guidelines** for more information.

**Cancellation Policy:** Reservation cancellations cannot be honored after the "Reserve by" dates. If earlier ads were billed at a multiple discount rate that no longer applies because of the cancellation, the advertiser will be billed the difference between the discounted and the higher rate for the ads already run.

# Style Guidelines.

**We want to ensure that your ad is as effective as it can possibly be.**

## 1. Use Color and Pictures.

We want your advertisement to be eye-catching and attractive! Utilize color or imagery to help readers recognize your brand.

## 2. Don't Use Color or Pictures.

Too much of anything is never good. Try to be conservative with color usage—usually 2-3 colors is all a person can handle while still absorbing content. Similarly, one eye-catching image is always more effective than a collage of pictures that are good, but maybe not great. And if color isn't your thing, don't be afraid to embrace the classic beauty of black and white! We're big fans of simplicity, and a black and white ad can really pack a punch!

## 3. The 30% Rule.

Image text can make or break an ad. Most large-scale advertisement outlets employ an image text rule, usually around 20-30%. In our case, this means that no more than 30% of your ad space should contain text. While this may feel limiting, it exponentially increases the probability that your ad will garner attention! We know there are exceptions to this rule, and will be happy to work with you if that is the case—but it's in your best interest to really aim for this one!

## 4. Let's Be Friends.

Follow us on social media, and let us know how to follow you too! Not only will social media show us more about your brand, but it is an incredible tool for advertisement! We'd love to give you a shout out and we'd really appreciate some love from you too!

## 5. Talk To Us.

Let us know if you have any special requests in regards to your advertisement—we'd love to get it just right. If you're struggling with how to make your advertisement look its best or need clarification about any of these guidelines, give us a holler! We'll try to help you knock it out of the park!

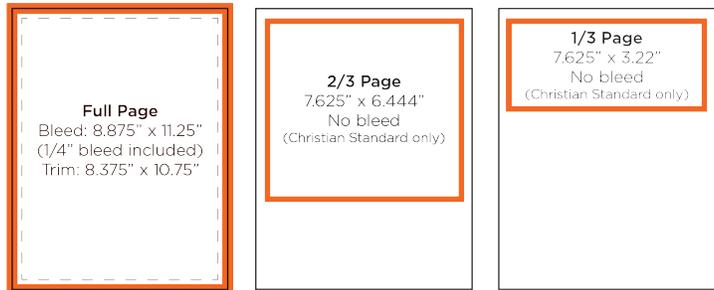
# Ad Specifications.

## Print

### Christian Standard (portrait)

- **Full Page:** Bleed: 8.875" x 11.25" (1/4" bleed included)  
Trim: 8.375" x 10.75"
- **2/3 Page:** 7.625" x 6.444" (no bleed needed)
- **1/3 Page:** 7.625" x 3.22" (no bleed needed)

Print ads are also featured in the Christian Standard app!



### The Lookout (landscape)

- **Full Page:** Bleed: 9.25" x 7.25" (1/4" bleed included)  
Trim: 9" x 7"

- High-resolution PDF
- CMYK with fonts embedded
- Include bleed and crop marks where applicable



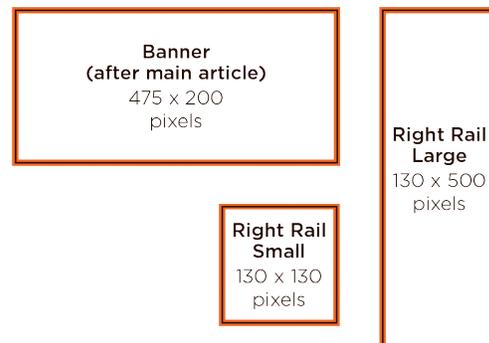
## Online

- **Large:** 250 x 250 pixels
- **Small:** 125 x 125 pixels
- JPG, GIF, or PNG
- No larger than 72dpi



## E-Newsletter

- **Banner:** 475 x 200 pixels
- **Right Rail Large:** 130 x 500 pixels
- **Right Rail Small:** 130 x 130 pixels
- JPG or PNG
- No larger than 72dpi



# Ad Pricing.

Mix and match placements in both magazines to achieve multiple insertion rates.

## PRINT

Christian Standard	1x	3x	6x	12x
Back Cover	\$1,250	\$1,150	\$1,035	\$850
Inside Cover (Front or Back)	\$1,150	\$1,050	\$950	\$750
Full Page	\$850	\$800	\$750	\$575
2/3 Page	\$725	\$700	\$650	\$500
1/3 Page	\$450	\$425	\$400	\$300
<b>The Lookout</b>   Only 4 placements are available. All require a yearly commitment.				<b>13x</b>
Back Cover / Inside Front and Back Covers / Interior Page Rotation				\$700

## ONLINE

Christian Standard	1x	3x	6x	12x
Large (250 x 250 pixels)	\$800	\$750	\$700	\$600
Small (125 x 125 pixels)	\$400	\$375	\$350	\$300
<b>The Lookout</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Large (250 x 250 pixels)	\$500	\$450	\$425	\$400
Small (125 x 125 pixels)	\$250	\$225	\$200	\$175

## E-NEWSLETTER

Christian Standard	1 month	additional month
Banner (475 x 200 pixels)	\$500	\$400
Right Rail Large (130 x 500 pixels)	\$350	\$300
Right Rail Small (130 x 130 pixels)	\$250	\$200
<b>The Lookout</b>	<b>1 month</b>	<b>additional month</b>
Banner (475 x 200 pixels)	\$500	\$400
Right Rail Large (130 x 500 pixels)	\$350	\$300
Right Rail Small (130 x 130 pixels)	\$250	\$200

# Testimonials

Every issue of Christian Standard encourages my heart, feeds my soul, and reminds me of my roots.

**Dave Stone, Senior Pastor**  
Southeast Christian Church  
Louisville, Kentucky

I love the new Christian Standard because it celebrates our tribe, motivates our troops and elevates our vision of what's possible. It's a must have for every leader in our movement. Bet you can't read just one.

**Barry Cameron, Senior Pastor**  
Crossroads Christian Church  
Grand Prairie, Texas

Spiritual growth means time invested. To know more, lead better, and live bolder, you have to take the time to read the scholars, leaders, and stories of our generation. The Lookout provides you with this opportunity all in one place.

**Tyler McKenzie, Minister**  
Northeast Christian Church  
Louisville, Kentucky

The Lookout gives me a fresh perspective on matters of faith and spiritual growth, as well as a variety of voices to learn and grow from.

**Anne Wilson, Content Director**  
Traders Point Christian Church  
Indianapolis, Indiana

I rely on Christian Standard to keep our team envisioned, informed, challenged, and equipped. The writing is reliably intelligent, relevant, and probing.

**Ben Cachiaras, Senior Pastor**  
Mountain Christian Church  
Joppa, Maryland

The Christian churches and churches of Christ are making a difference for God on many fronts, and we're thanking him for Christian Standard's role in teaching, leading, and connecting these congregations.

**Rick Warren, Lead Pastor**  
Saddleback Church  
Lake Forest, California

