There’s always more to tell!
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WHO IS GOOD FAITH MEDIA?

Good Faith Media is a progressive organization of trustworthy experts experienced in storytelling and media promotion. **We provide digital and print reflections and resources at the intersection of faith and culture through an inclusive Christian lens.** It is our mission to partner with like-minded organizations who are similarly committed to inclusion, freedom, and justice for all people.

At Good Faith Media, we want to share your story with the world.
MEET OUR TEAM

Good Faith Media’s high-quality, timely resources are provided through news and opinion, video and podcasts, publishing, and experiences. These are the people who make it all happen:

LEFT TO RIGHT: VICKIE FRAYNE, MISSY RANDALL, BRUCE GOURLEY, TONY CARTLEDGE, AUTUMN LOCKETT, JOHN PIERCE, MITCH RANDALL, JACKIE RILEY, ZACH DAWES, CLIFF VAUGHN
MEET OUR AUDIENCE

Good Faith Media reaches people from all walks of life.

MINISTERS

GEN Z

PROFESSIONALS

MILLENNIALS

STUDENTS

CHURCHGOERS

GEN X

BOOMERS

BIBLE STUDY LEADERS
WHAT WE OFFER

Good Faith Media provides content in four areas that you, as an advertiser, can use to reach your supporters.

DIGITAL

AUDIO

VIDEO

PRINT
DIGITAL

<table>
<thead>
<tr>
<th>OUR PRODUCT</th>
<th>WHAT IS IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Email Blast</td>
<td>Daily emails highlight new content, editor’s picks, books, videos, and podcasts.</td>
</tr>
<tr>
<td>Good Faith Media Website</td>
<td>Our website, goodfaithmedia.org is your source for daily news and analysis.</td>
</tr>
<tr>
<td>Good Faith Media Mobile App</td>
<td>Now you can enjoy Good Faith Media on your iOS and Android devices.</td>
</tr>
</tbody>
</table>

**DEADLINES:** Digital ads must be submitted at least five (5) business days prior to the requested start date.

**FILE FORMATS:** All digital ads must be submitted in a .jpg or .png file format. Please contact us if you’re using a different format.

**HOW DO I PURCHASE DIGITAL ADVERTISING?**

**STEP 1: SET UP YOUR ACCOUNT**
Contact Autumn Lockett 615-627-7763 to set up an advertising account with Good Faith Media.

**STEP 2: CREATE YOUR AD**
- Create your own digital ad following the specifications, then email it to info@goodfaithmedia.org OR
- If you need help creating your digital ad, fill out our Design Request Form.
- You will work with a GFM team member.

**THE COST OF DESIGNING YOUR DIGITAL AD IS IN ADDITION TO THE COST OF RUNNING YOUR AD.**
- $100/hour. This includes 3 rounds of corrections. Additional corrections are billed at $150/hour.

<table>
<thead>
<tr>
<th>AD OPPORTUNITY</th>
<th>WHERE IT APPEARS</th>
<th>SPECIFICATIONS</th>
<th>COST TO RUN AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article Ads</td>
<td>Highest Traffic! Above article headline</td>
<td>Size: 728 x 90 pixels @ 144 dpi</td>
<td>$750/week</td>
</tr>
<tr>
<td></td>
<td>In sidebar, below “Related Articles”</td>
<td>Size: 300 x 250 pixels @ 144 dpi</td>
<td>$250/week</td>
</tr>
<tr>
<td>Home Page Ad</td>
<td>Home page, above “Featured Video”</td>
<td>Size: 4,800 x 1,600 pixels @ 144 dpi</td>
<td>$500/week</td>
</tr>
<tr>
<td>Daily Email Blast Ad</td>
<td>Inside daily email blast</td>
<td>Size: 1,200 x 400 pixels @ 144 dpi</td>
<td>$400/week</td>
</tr>
<tr>
<td>Mobile App Ad*</td>
<td>Top of mobile app’s “Today” section</td>
<td>Size: 1,200 x 630 pixels @ 144 dpi</td>
<td>$250/week</td>
</tr>
</tbody>
</table>

**MOBILE APP ADS:** To ensure that your ad will display correctly on different phones and tablets, keep your text at least 75 pixels away from the edge of the ad. Backgrounds can run to the edge.
### AUDIO

<table>
<thead>
<tr>
<th>OUR PRODUCT</th>
<th>WHAT IS IT?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Good Faith Weekly Audio Podcast</strong></td>
<td>We interview interesting guests and talk about issues critical to faith and culture.</td>
</tr>
<tr>
<td><strong>Good Faith Stories Audio Podcast</strong></td>
<td>Do you like a good story? Jesus did! In this podcast, amazing people share their tales of faith.</td>
</tr>
<tr>
<td><strong>Good Faith Reads Audio Podcast</strong></td>
<td>We sit down with Nurturing Faith authors to discuss their latest releases.</td>
</tr>
<tr>
<td><strong>Raceless Gospel Audio Podcast</strong></td>
<td>Starlette Thomas brings passion and wisdom to the podcast as she addresses current events through the lens of the Black church.</td>
</tr>
</tbody>
</table>

### HOW DO I PURCHASE AUDIO ADVERTISING?

**STEP 1: SET UP YOUR ACCOUNT**
Contact Autumn Lockett 615-627-7763 to set up an advertising account with Good Faith Media.

**STEP 2: CREATE YOUR AD**
- Create your own audio ad following the specifications, then email it to info@goodfaithmedia.org **OR**
- If you need help creating your audio ad, fill out our Design Request Form.
- You will work with the GFM media producer.

### THE COST OF PRODUCING YOUR AUDIO AD IS IN ADDITION TO THE COST OF RUNNING YOUR AD.
- $100/hour. This includes 3 rounds of edits. Additional edits are billed at $150/hour.

<table>
<thead>
<tr>
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<th>SPECIFICATIONS</th>
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</tr>
</thead>
</table>
| Podcast Ad             | Beginning and mid-reel of the podcast of your choice. | Length: 15-30 seconds  
File format: .wav | $100/run per episode |
| Podcast Sponsorship    | 30-second mention at the beginning and mid-reel. | Call or email for information. | $1,000/season       |
## VIDEO

### OUR PRODUCT | WHAT IS IT?
---|---
Good Faith Forums | A panel of experts discuss the most pressing issues for people of faith, from racial justice to faith and politics.
Good Faith Media Films | We produce short films that focus on interesting and engaging people.

### HOW DO I PURCHASE VIDEO ADVERTISING?

**STEP 1: SET UP YOUR ACCOUNT**
Contact Autumn Lockett 615-627-7763 to set up an advertising account with Good Faith Media.

**STEP 2: CREATE YOUR AD**
- Create your own video ad following the specifications, then email it to info@goodfaithmedia.org **OR**
- If you need help creating your video ad, fill out our Design Request Form.
- You will work with the GFM media producer.

### THE COST OF PRODUCING YOUR VIDEO AD IS IN ADDITION TO THE COST OF RUNNING YOUR AD.
- $100/hour. This includes 3 rounds of edits. Additional edits are billed at $150/hour. Please note: Ads inserted into streaming video are static (like PowerPoint slides). If you would like something else, please contact us for pricing.

<table>
<thead>
<tr>
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<th>SPECIFICATIONS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Video Services</td>
<td>We can help you create videos for other media outlets.</td>
<td>Call or email for information.</td>
<td>$3,000 + travel</td>
</tr>
<tr>
<td>Video Sponsorship</td>
<td>Sponsorship clip will appear at beginning of each video.</td>
<td>This will be created by us.</td>
<td>Call or email for information.</td>
</tr>
</tbody>
</table>
These highly personalized travel and learning opportunities combine inspiration with adventure. Ask Scientists’ column, will join this small group in exploring the unique beauty of this island — including a personalized “tour of the sky.”

Join Good Faith Media hosts for an exploration of two truly remarkable national parks where nature speaks of God’s majesty from every viewpoint. This small-group experience will begin and end in Fresno, Calif.

Join us for a memorable time filled with laughter, learning and living in amazing places.

[Note: Nurturing Faith Experiences will move to the new Good Faith Media website — goodfaithmedia.org — when it launches in July.]

May 8-15, 2021

June 5-12, 2021

For information, please email him at tony@goodfaithmedia.org

Rescheduled from summer 2020, this small-group experience is set among the amazing mountains and lakes of northern Montana. The experience begins and ends in the lovely town of Bozeman.

Host Bruce Gourley brings his insider knowledge of these two western parks with some of the world’s most wonderful natural features. This small-group experience will begin and end in Bozeman.

For information, please email him at tony@goodfaithmedia.org

December 31, 2020 – January 10, 2021

Bozeman, Mont.

Rescheduled from summer 2020, this small-group experience is set among the amazing mountains and lakes of northern Montana. The experience begins and ends in the lovely town of Bozeman.

Host Bruce Gourley brings his insider knowledge of these two western parks with some of the world’s most wonderful natural features. This small-group experience will begin and end in Bozeman.

For information, please email him at tony@goodfaithmedia.org

September-October 2020

August 14-21, 2021

Israel/West Bank

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August 14-21, 2021

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Bozeman, Mont.
## PRINT ADVERTISING OPTIONS

### NURTURING FAITH JOURNAL

<table>
<thead>
<tr>
<th>AD OPPORTUNITY</th>
<th>WHERE IT APPEARS</th>
<th>SPECIFICATIONS</th>
<th>COST TO RUN AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurturing Faith Journal Print Display Ad</td>
<td>Your choice of:</td>
<td>See page 11 for ad specifications and design requirements.</td>
<td>• $2,825 (cover)</td>
</tr>
<tr>
<td></td>
<td>• front/back journal cover</td>
<td></td>
<td>• $825 (1/3 page)</td>
</tr>
<tr>
<td></td>
<td>• inside printed page</td>
<td></td>
<td>• $2,425 (full page)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• $625 (1/4 page)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• $1,225 (1/2 page)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• $425 (1/6 page)</td>
</tr>
<tr>
<td>Nurturing Faith Journal Classified Ad</td>
<td>goodfaithmedia.org and inside printed journal</td>
<td>Email your ad text to <a href="mailto:zach@goodfaithmedia.org">zach@goodfaithmedia.org</a></td>
<td>$2 per word. Ad will run for 60 days on the website and in one journal issue. Good Faith Media honors churches with a current Nurturing Faith Journal subscription with one free classified ad per journal issue containing up to 50 words.</td>
</tr>
</tbody>
</table>
PRINT AD SIZES FOR *Nurturing Faith Journal*

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**PRINT AD SIZES FOR Nurturing Faith Journal**

**PRINT AD OPPORTUNITIES**

<table>
<thead>
<tr>
<th>HORIZONTAL INCHES</th>
<th>VERTICAL INCHES</th>
</tr>
</thead>
</table>
| **Full Page**     | Trim: 8.25  
Bleed: Add 0.25 on all sides for bleed  
Total ad size is 8.5 x 11 |
| 1/2 horizontal    | 7              |
| 1/3 vertical      | 2              |
| 1/3 square        | 4.75           |
| 1/4 horizontal    | 7              |
| 1/6 horizontal    | 4.75           |

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**PRINT AD SUBMISSION**

- Ads must be submitted as high-resolution (300 dpi) PDFs.
- The bleed is the area outside the trimmed page. All graphics on the full-page ad must extend 0.25” outside of the trim.
- Email your ad to: bruce@goodfaithmedia.org

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Full page (with bleed)

1/6 H

1/4 H

1/2 H

1/3 V

1/3 Square

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Trim: 10.75
Bleed: Add 0.25 on all sides for bleed
Total ad size is 8.5 x 11

---

goodfaithmedia.org | 11
CREATE A CAMPAIGN

Multidimensional advertising campaigns reach more supporters. More supporters = better results.

There’s more to tell. Let us share your story with the world.

DIGITAL

65,000
page views/month

AUDIO

7,300
podcast listens

VIDEO

430
videos produced

PRINT

6,000
journal readers

Good Faith Media, P.O. Box 721972, Norman, OK, 77070 • 615.627.7763

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