



**GOODFAITHMEDIA**

# **MEDIA KIT**

*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.

DAILY DIGITAL NEWS & OPINION  
VIDEOS AND PODCASTS  
PRINTED JOURNAL & CURRICULUM  
BOOKS  
EXPERIENCES AND TRIPS

**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.





# WHAT WE OFFER

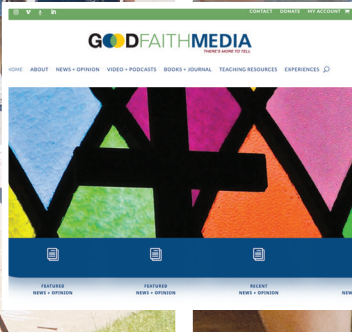
Good Faith Media provides content in four areas that you, as an advertiser, can use to reach your supporters.

DIGITAL

AUDIO

VIDEO

PRINT





# DIGITAL

OUR PRODUCT	WHAT IS IT?
Daily Email Blast	Daily emails highlight new content, editor's picks, books, videos, and podcasts.
Good Faith Media Website	Our website, <a href="http://goodfaithmedia.org">goodfaithmedia.org</a> is your source for daily news and analysis.
Good Faith Media Mobile App	Now you can enjoy Good Faith Media on your iOS and Android devices.

**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](mailto: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.

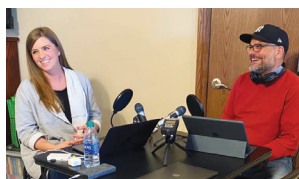
AD OPPORTUNITY	WHERE IT APPEARS	SPECIFICATIONS	COST TO RUN AD
Article Ads	<b>Highest Traffic! Above article headline</b>	Size: 728 x 90 pixels @ 144 dpi	\$750/week
	In sidebar, below "Related Articles"	Size: 300 x 250 pixels @ 144 dpi	\$250/week
Home Page Ad	Home page, above "Featured Video"	Size: 4,800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

**\*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

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



## 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](mailto: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.

AD OPPORTUNITY	WHERE IT APPEARS	SPECIFICATIONS	COST TO RUN AD
<b>Podcast Ad</b>	Beginning and mid-reel of the podcast of your choice.	Length: 15-30 seconds File format: .wav	\$100/run per episode
<b>Podcast Sponsorship</b>	30-second mention at the beginning and mid-reel.	Call or email for information.	\$1,000/season



# VIDEO

OUR PRODUCT	WHAT IS IT?
<b>Good Faith Forums</b>	A panel of experts discuss the most pressing issues for people of faith, from racial justice to faith and politics.
<b>Good Faith Media Films</b>	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](mailto: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.

AD OPPORTUNITY	WHERE IT APPEARS	SPECIFICATIONS	COST TO RUN AD
<b>Video Services</b>	We can help you create videos for other media outlets.	Call or email for information.	\$3,000 + travel
<b>Video Sponsorship</b>	Sponsorship clip will appear at beginning of each video.	This will be created by us.	Call or email for information.



# PRINT

OUR PRODUCT	WHAT IS IT?
<b><i>Nurturing Faith Journal</i></b>	Our 68-page printed journal publishes the writings of community leaders who discuss pressing issues and offer insight into matters of faith and culture.
<b>Nurturing Faith Books</b>	Our publishing imprint, Nurturing Faith, has released more than 100 books written by a diverse group of authors. Good Faith Media works with authors and sponsors in collaboration on joint projects.

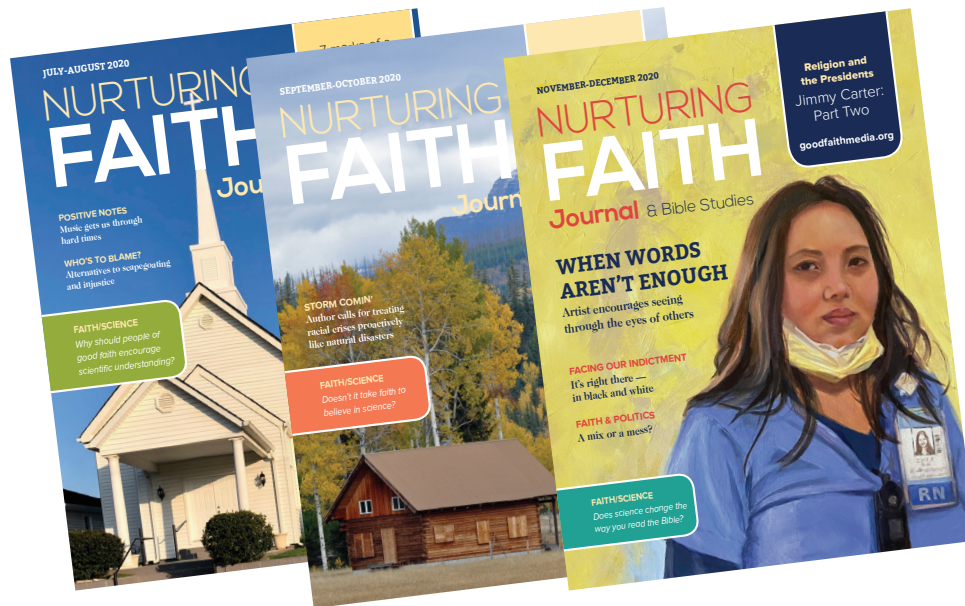
## HOW DO I PURCHASE PRINT ADVERTISING?

### 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 print ad following the specifications, on pages 10 and 11 then email it to [info@goodfaithmedia.org](mailto: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 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.
- If you are sponsoring a book, you will be contacted by a Nurturing Faith editor.



# PRINT ADVERTISING OPTIONS

## NURTURING FAITH JOURNAL

AD OPPORTUNITY	WHERE IT APPEARS	SPECIFICATIONS	COST TO RUN AD
<b><i>Nurturing Faith Journal</i> Print Display Ad</b>	Your choice of: • front/back journal cover • inside printed page	See page 11 for ad specifications and design requirements.	<ul style="list-style-type: none"> <li>• \$2,825 (cover)</li> <li>• \$2,425 (full page)</li> <li>• \$1,225 (1/2 page)</li> <li>• \$825 (1/3 page)</li> <li>• \$625 (1/4 page)</li> <li>• \$425 (1/6 page)</li> </ul>
<b><i>Nurturing Faith Journal</i> Classified Ad</b>	goodfaithmedia.org and inside printed journal	Email your ad text to zach@goodfaithmedia.org	\$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 <i>Nurturing Faith Journal</i> subscription with one free classified ad per journal issue containing up to 50 words.

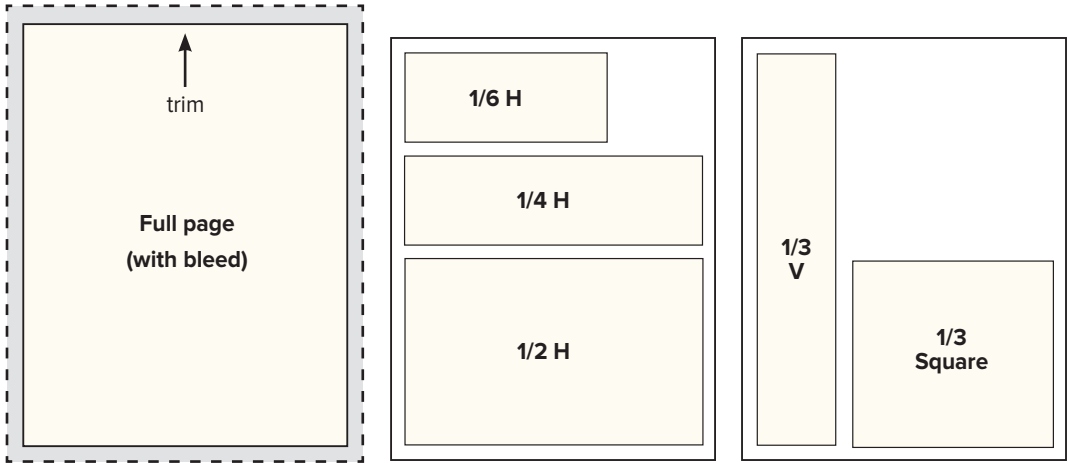


## NURTURING FAITH BOOKS

AD OPPORTUNITY	WHERE IT APPEARS	SPECIFICATIONS	SPONSORSHIP COST
<b>Book Sponsorship</b>	Acknowledgment will appear at beginning of book.	This will be created by us.	Call or email for information.



# PRINT AD SIZES FOR *Nurturing Faith Journal*



## 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](mailto:bruce@goodfaithmedia.org)

PRINT AD OPPORTUNITIES	HORIZONTAL INCHES	VERTICAL INCHES
Full Page	Trim: 8.25 Bleed: Add 0.25 on all sides for bleed <b>Total ad size is 8.5 x 11</b>	Trim: 10.75 Bleed: Add 0.25 on all sides for bleed <b>Total ad size is 8.5 x 11</b>
1/2 horizontal	7	4.75
1/3 vertical	2	9.65
1/3 square	4.75	4.75
1/4 horizontal	7	2.5
1/6 horizontal	4.75	2.5





# CREATE A CAMPAIGN

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

## GOODFAITHMEDIA



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