



YOUTH SPECIALTIES

Youth Pastors, Youth Group Kids
EMAIL NEWSLETTER ADS, WEB ADS, and E-MAGAZINE ADS



Youth Specialties offers a unique opportunity to reach Youth Leaders and youth group students.

For over 40 years Youth Specialties has worked alongside Christian youth workers of just about every denomination and youth-serving organization to have a strong and respected reputation among youth pastors. Use the strength of the YS brand to reach this targeted, loyal audience.

What advertisers are saying:

"Youth Specialties is one of our go-to sources to directly reach youth pastors and parents of teens. Our campaign for *Hooked: New Science on how Casual Sex is Affecting our Children* gained excellent exposure through their email newsletters to parents and youth pastors resulting in a solid 1.75 and 2.2% click rate!"

- **Moody Publishers**, Randall Payleitner, Marketing Manager

"While marketing tours (Jeremy Camp, Kutless...), I have found that the YS student email has been very effective. No where else does the youth pastor deliver my message directly to all their kids and youth group leaders. I find it to be a great use of the budget."

- **SouthSide Entertainment**, Cheryl Anteau, President

"Our goal was to introduce our Christian adventure camp to youth pastors. During the week we were included, our website saw an extra 500 hits, which I fully attribute to the YS newsletter. This is over 5% response, which is remarkable for an email campaign."

- **Wilderness Cove Adventure Camp**, Rob Loafman, Director

Youth Leader & Student Newsletters

Twice a month YS opens two ads in their weekly email newsletters to give you maximum impact to youth pastors or students! Each week the newsletter includes a short devotional or thought, links to cool Web sites, humor, and quotes, along with customized information about their own youth group's meeting times, deadlines, announcements, and of course, your ad!

TO RESERVE: Contact your FrontGate Media Promotions Manager or
P: 949-429-1000 E: kyle@frontgatemediacom



STUDENT E-NEWSLETTER AD \$750

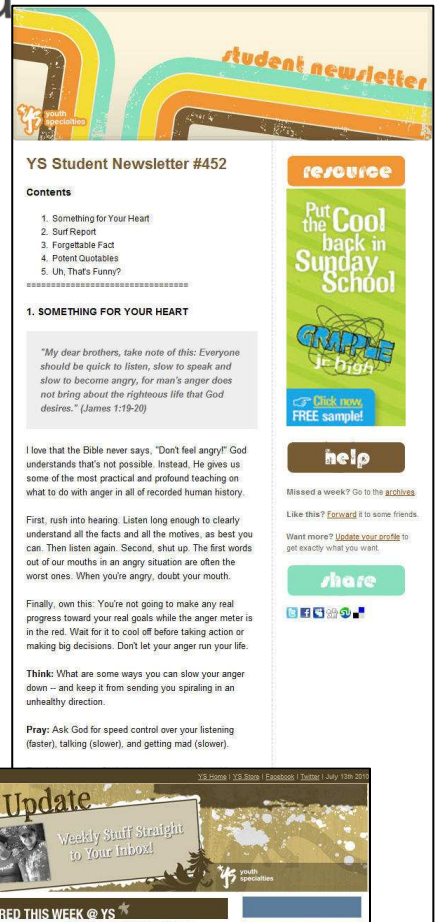
HTML ad featured in email to 7,000+ Youth Leaders reaching a minimum of 15 kids per group for more than 100,000 total impressions.

Your email ad includes:

- 120x240 pixel web ad
- Gif or jpeg (swf cannot be emailed)
- Link to your site

Average Open Rate: 20%

Volume Discounts listed below.



YS UPDATE \$500

Every Tuesday, 20,000+ Youth Leaders receive the YS weekly update featuring the latest resources, news and fun facts.

Each issue YS offers ONLY ONE html ad in the right hand side of the email.

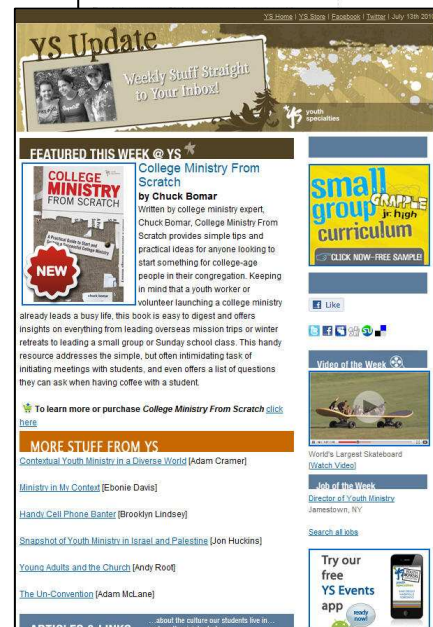
Use this news update to directly reach youth leaders with your message.

Featured Email Ad– Only one per email, \$500

- 180x150 or 120x240 pixel ad
- Gif or jpg (swf cannot be emailed)
- Link to your site

Average Open Rate: 18%

Volume Discounts listed below.



TO RESERVE: Contact your FrontGate Media Promotions Manager or
 P: 949-429-1000 E: kyle@frontgatemediacom



FRONTGATE[®]
media
YS Reservation Form

All information below is **REQUIRED** to reserve your promotion. Please complete and **fax to 949-625-8288**, or scan and email to CmediaC@FrontGateMedia.com, or mail to the address below.

Organization _____

Contact Name _____ P.O. Number (if applicable) _____

Address _____ City _____ State _____ Zip _____

Signature: _____ Phone _____ E-mail _____

Please indicate your selections with an "X" below. Upon receipt of your reservation, you will receive an invoice and delivery instructions within 1 week.

STUDENT E-NEWSLETTER AD

HTML ad featured in email to 7,000+ Youth Leaders reaching a minimum of 15 kids per group for more than 100,000 total impressions. Your email ad includes: 120x240 pixel web ad Gif or jpeg (swf cannot be emailed) and link to your site.

- Single Run.** \$750.00. Desired Week To Run: _____ (we will confirm upon receipt of form)
- Discount Package A:** 4 pack @ \$675 each. Desired Week to Run # 1: _____ (we will confirm upon receipt of form.) Must be completed in one calendar year. Pay as you go.
- Discount Package B:** 6 pack @ \$639 each. Desired Week to Run # 1: _____ (we will confirm upon receipt of form) Must be completed in one calendar year. Pay as you go.

YS UPDATE AD

Featured Email Ad– Only one per email. 180x150 or 120x240 pixel ad, Gif or jpg (swf cannot be emailed), and link to your site.

- Single Run.** \$500.00 Desired Week To Run: _____ (we will confirm upon receipt of form)
- Discount Package A:** 4 pack @ \$450 each. Desired Week to Run # 1: _____ (we will confirm upon receipt of form) Must be completed in one calendar year. Pay as you go.
- Discount Package B:** 6 pack @ \$425 each. Desired Week to Run # 1: _____ (we will confirm upon receipt of form) Must be completed in one calendar year. Pay as you go.

Terms: Delivery instructions and deadlines will be provided separately. All rates are net rates. Invoice will come from FrontGate Inc. All payments should be made by check payable to FrontGate Inc. per payment terms as provided solely by FrontGate Inc. Reservations are non-refundable and non-cancelable as of our receipt of this signed agreement. Media vehicle reserves the right to require content edits appropriate to their audience or to decline ad content at their discretion. It is your responsibility to review invoices immediately for accuracy and to pay by the due date indicated. Past due invoices incur 1.75% interest on unpaid balance per month and due upon receipt, with a minimum charge of \$15. As with all interest payments, payments received from advertiser will be applied to interest due prior to reduction of balance principle. Bounced checks result in a \$35 fee. If collection is necessary, client agrees to pay all collection costs and attorney fees.

Please return this form via fax to 949.625.8288 or scan and email to CmediaC@FrontGateMedia.com.

TO RESERVE: Contact your FrontGate Media Promotions Manager or
P: 949-429-1000 E: kyle@frontgatemediac.com