



Overview

“The greatest resource that America has is her people. The most precious gift in all the world is human life. The greatest good is to serve your fellowman. The greatest tragedy is the refusal of American people to get involved on behalf of those who will come after us.”

– Donald W. Wildmon, Chairman, American Family Association

The American Family Association (AFA) exists to motivate and equip citizens to change the culture to reflect Biblical truth. The AFA is a non-profit organization that represents and stands for traditional family values.

Founder Don Wildmon is an ordained United Methodist minister, having earned his MDiv. from Emory College in 1965. After serving in the U.S. Army's Special Services he pastored churches from 1965 until he founded National Federation for Decency in 1977. NFD became American Family Association in 1988.

The impact of AFA is recognized nationwide. Don Wildmon and other AFA personnel have appeared on programs such as Good Morning America, The Today Show, MacNeill Lehrer Report, Nightline, The 700 Club, Meet the Press, Crossfire and Focus on the Family. AFA is a long-time member of the Evangelical Council for Financial Accountability.

Demographics

AFA Online Audience:*

- 55.4 % female; 44.6% male
- Age ranges between 25 and 45

AFR Listening Audience:**

- 60% female; 40% male
- Ages ranges between 35 and 54

AFA Journal Readers:***

- 55 % female; 45% male
- 57% have read the Journal for more than 5 years
- 50% of readers are over 65



*Source: AFA Online Questionnaire Results, A Profile of AFA's Online Community.. AFA Media Department

**Source: American Family Radio Listener Questionnaire Results, A Profile of AFR Listeners.. AFA Media Dept.

***Source: AFA Journal Readers Survey Results.. AFA Media Department.

To participate, contact FrontGate Media @ 949/429-1000.



Email Newsletter Options

American Family Association (AFA): OneNewsNow Daily News Brief
Approximately 200,000 opt-in email addresses. Call for current subscriber count.

Suggested Use: Reach family oriented, religious readers with this very efficient E-newsletter program from the American Family Association. AFA readers are in-tune with the religious debates of the day and are very responsive to issues and entertainment that affect faith, family, and religion.

The Daily News Brief is sent out each day to a growing opt-in list of active religious subscribers. The daily content is from the American Family Association's outstanding editorial staff.

Mailed daily 5 x per week
Week in Review Edition emailed on Saturday.



AFA Selected Key Demographics:

GENDER:
55% Female

AGE:
55% 45-55 years old

Email Newsletter Ad Options



HORIZONTAL
413 x 100 pixels
Format: .jpg
Maximum File Size: 40k
Above the Fold
\$3.00 CPM



VERTICAL
160 x 600 pixels
Format: .jpg
Maximum File Size: 40k
\$3.00 CPM

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OneNewsNow.com

The American Family Association's News Portal:

1.3 million unique visitors

7.1 million page views

1.5 million display ad impressions available

Suggested Use: Reach family oriented, religious readers with this very efficient banner program from the American Family Association. AFA readers are in-tune with the religious debates of the day and are very responsive to issues and entertainment that affect faith, family, and religion.

Whether it's a story about prayer in public schools, workplace restrictions on Christians, or battles for Biblical truth within our denominations, the American Family News Network (AFN) is here to tell you what the newsmakers are saying. At OneNewsNow.com, you will get your news from reporters you can trust to give the latest news without the liberal bias that characterizes so much of the "mainstream" media.

The Associated Press recently rated OneNewsNow.com 17th on their list of the top 30 Online Current Events and Global News Destinations, above competitors like NewsMax, TownHall, Breitbart, and USAToday.com.

AFA Selected Key Demographics:

GENDER:

53% Male

AGE:

23% 35-49 years old

60% 50+ years old

INCOME:

33% \$60-\$100k

22% \$100k+

The screenshot shows the OneNewsNow.com website interface. At the top, there is a navigation bar with links for Home, Newscast, Audio, About, Journal, FAQ, Contact, Syndication, ON RSS Feed, Blog, Search, and Donate. Below this is a banner for "American Family Filter by BiSecure" with the tagline "Affordable Online Peace of Mind" and "Ultimate Internet family protection for less than \$6 dollars a month!".

The main content area features several sections:

- ONENESSNOW POLL:** "Pushing the unpopular" with a "Vote Now!" button.
- NEWS SIGN UPS:** Links for "Daily News Brief" and "Email Alerts".
- NEWS TIP?:** "Send us your news tips."
- PERSPECTIVES:**
 - Planned Parenthood and children's sexual rights:** Article by Marcia Segelstein discussing religious views on sexual health programs.
 - Time for new generation of black Americans:** Article by Star Parker discussing the Civil Rights movement and its leaders.
- HEALTHCARE REFORM:** A large graphic with a blue arrow pointing right, overlaid with a white ECG line.
- Obama's healthcare plan - 'more of the same':** Article stating that the nation's largest faith-based association of physicians is weighing in on President Obama's healthcare proposal.
- Expert wonders what Obama has changed:** Article stating that a national pro-life group says the president's suggested modifications to his healthcare reform offer no change at all.
- McConnell: Gov't should scrap:** Article headline.
- ONENESSNOW VIDEO:** A section with three video thumbnails: "US military apology", "Concerns raised over gay ban removal", and "Owner bulldozes house".
- THE MYSTERIOUS ISLANDS:** A DVD cover for "A SURPRISING JOURNEY TO DARWIN'S EDEN" with a "WATCH TRAILER" button.
- AP LATEST HEADLINES:** "Army leaders urge caution on gay ban removal" and "Democrats cautiously embrace Obama health plan".

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Online Ad Options



BANNER

468 x 60 pixels

Format: .jpg

Maximum File Size: 40k

\$3.00 CPM



SIDE

300 x 250 pixels

Format: .jpg

Maximum File Size: 40k

\$3.00 CPM



HOVER AD

300 x 250 pixels

Format: .jpg

Maximum File Size: 40k

\$3.00 CPM

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AMERICAN FAMILY ASSOCIATION Journal

The American Family Association Journal, premier publication of the American Family Association, seeks to inform Christians and other concerned people about current cultural issues in the light of Biblical principles - issues with which they should become involved for the very sake of those who will come after them. Published monthly with the exception of the November/December combined issue, the AFA Journal fulfills its mission through topics such as:

- News of interest
- Current cultural issues facing the family (Pro-Life, Pornography, Homosexual Activism)
- Christian activism
- Profiles of Christians and Christian ministries
- Family
- Education
- Church in America
- Entertainment reviews

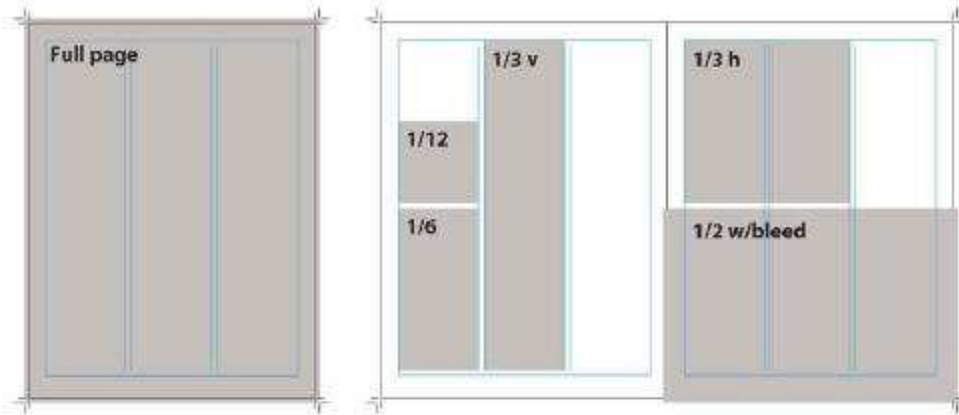


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- 55 % female; 45% male
- 57% have read the Journal for more than 5 years
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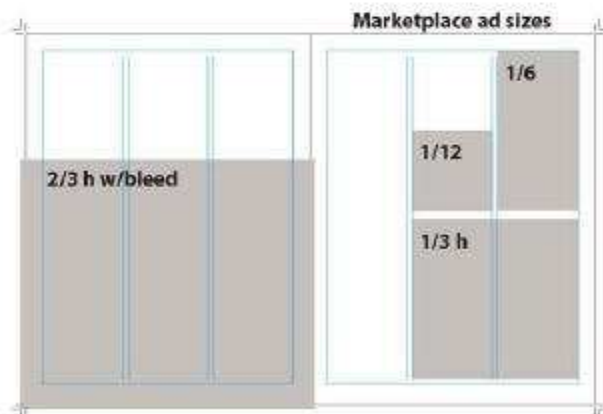
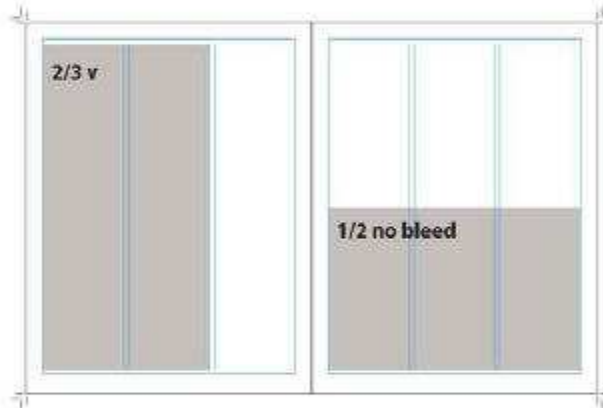
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AFA Journal ad sizes:



	w	h
Full*	8.5	11
1/12	2.31	2.33
1/6	2.31	4.66
1/3 v	2.31	9.33
1/3 h	4.78	4.67
1/2 w/bleed**	8.5	5.54
1/2 no bleed	7.25	4.66
2/3 v	4.78	9.33
2/3 h w/bleed**	8.5	7.20

All measurements in inches
 * includes 1/8" bleed all sides
 ** includes 1/8" bleed on bottom and sides





JOURNAL RATES & DEADLINES

2010 AFA Journal Ad Rates:

Sizes	1X	2X	3X	4X	5X	6X
2-page spread	\$9,106	\$8,924	\$8,746	\$8,571	\$8,400	\$8,232
full page	\$5,207	\$5,103	\$5,001	\$4,901	\$4,803	\$4,707
2/3 page	\$3,465	\$3,396	\$3,328	\$3,261	\$3,196	\$3,132
1/2 page	\$2,602	\$2,550	\$2,499	\$2,449	\$2,400	\$2,352
1/3 page	\$1,717	\$1,683	\$1,649	\$1,616	\$1,584	\$1,552
1/6 page	\$858	\$841	\$824	\$808	\$792	\$776
1/12 page	\$430	\$421	\$413	\$405	\$397	\$389
Marketplace text ads (Black only)						
1/3 page	\$1,494	\$1,464	\$1,435	\$1,406	\$1,378	\$1,350
1/6 page	\$747	\$732	\$717	\$703	\$689	\$675
1/12 page	\$375	\$368	\$360	\$353	\$346	\$339
Covers						
Back Cover (2/3 p)	\$4,340	\$4,253	\$4,168	\$4,085	\$4,003	\$3,923
Inside Front	\$6,405	\$6,277	\$6,152	\$6,029	\$5,908	\$5,790
Inside Back	\$6,249	\$6,124	\$6,002	\$5,882	\$5,764	\$5,649

2010 AFA Journal Advertising Deadlines:

Issue	January	February	March	April	May	June
Ad close	11/13	12/09	1/13	2/17	3/18	4/16
Mechanical	11/20	12/16	1/20	2/24	3/26	4/23
Mail Date	12/19	1/16	2/20	3/20	4/17	5/18

Issue	July	August	September	October	Nov/Dec
Ad close	5/11	6/15	7/21	8/18	10/6
Mechanical	5/18	6/22	7/28	8/25	10/13
Mail Date	6/19	7/17	8/21	9/18	11/6

Issue	January 10	February 10
Ad close	11/12	12/09
Mechanical	11/19	12/16
Mail Date	12/18	1/15

Special Ad Placements!

1 page of Marketplace ads (black text only). Sizes: 1/12 - 1/3, 1/6 discounted 13% over graphic ads.

Bonus! – receive a complimentary banner ad (300 x 250 pixels) on the Journal website (www.afajournal.org) as well as the same banner within our Journal content as posted on our largest website, OneNewsNow.com (see Journal tab at top of homepage.)

*Rates effective January 2011, subject to revision annually. Will discount additional months @ 2%

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