

Why Advertise with ChristianCinema.com?

ChristianCinema.com is the largest online source for Faith-Affirming and Family-Approved films and entertainment content. By compiling the broadest selection of content from studios and independent film-makers, ChristianCinema.com has a strong and loyal audience that offers reach to every segment of the Christian market.

Site Stats

Impressions Per Month:	1.3 million
Page Views Per Month:	750,000
Unique Visitors Per Month:	150,000
Email List - double opt-in Subscribers:	85,000

Our Visitors' Interests:

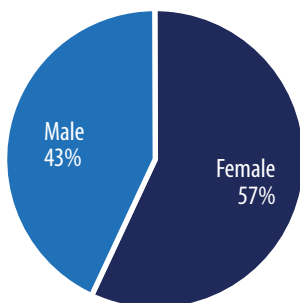
- Christian Movies
- Christian Music
- Christian Books
- Bibles
- Ministry & Educational resources
- Materials for small groups/Bible Studies
- Evangelism tools
- Other Christian products
- Para church organizations

Our Visitors Represent:

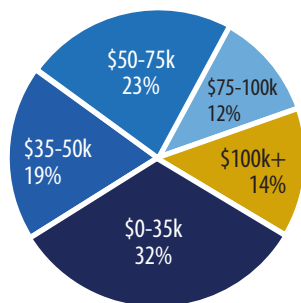
- Church and ministry leadership
- Public school educators
- Home-school educators
- Families

Demographics

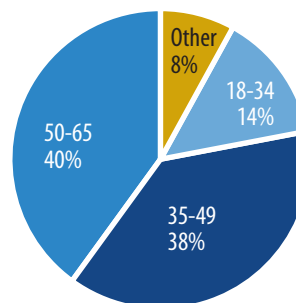
Gender:



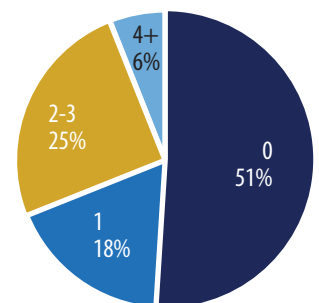
Income:



Age:



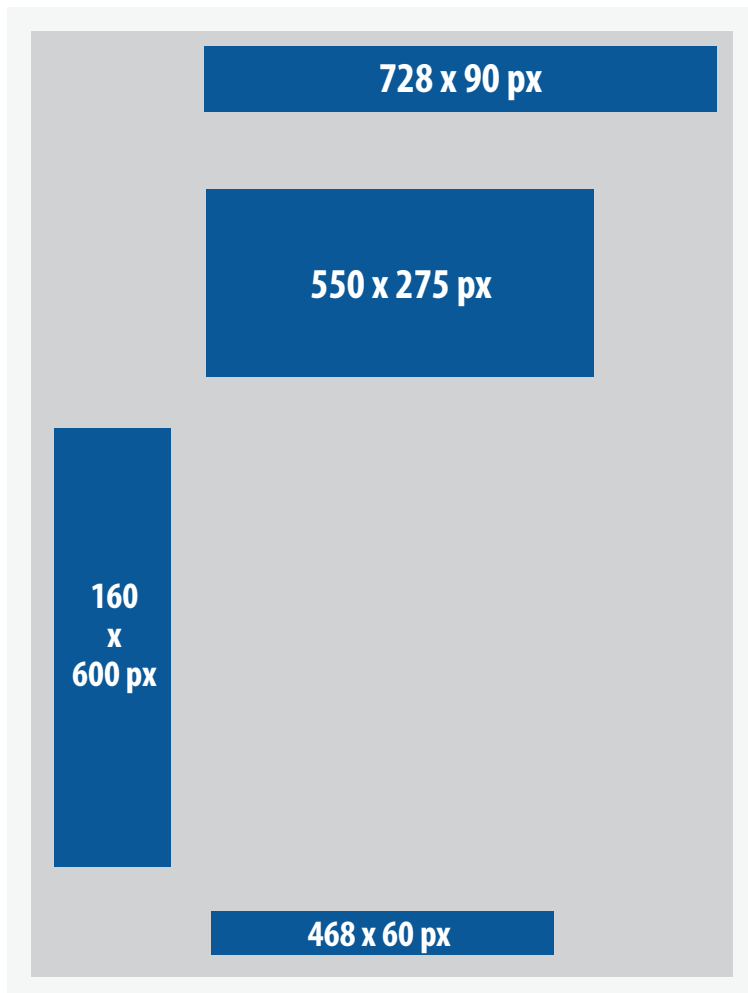
Children At Home:



Display Ad Pricing

DISPLAY ADS*			
	Ad Size in Pixels	Max File Size	All Impressions
Homepage	550 x 275	35K	\$500/week
Leaderboard	728 x 90	20K	\$7 CPM
Skyscraper	160 x 600	20K	
Followboard	468 x 60	20K	

OTHER MEDIA			
Micro site	950 wide	-	Duration of Promotion \$1,995
Site Skin	-	-	\$1,200/week



Display Ad Specifications

- Required formats: 72 dpi, web-ready .gif, .jpg or rich media (see below).
- Total animation time for all loops combined cannot exceed 30 seconds. Animated Ads should have no more than 3-4 frame sequences and rotate through the sequence in two 15 second intervals or three 10 second intervals. Persistent rapid "strobing" animation of any graphic, copy or background element(s) not allowed. Web ready animated .gif only.

Rich Media Specifications

General

- All rich media banners must work on all major browsers and platforms.
- Maximum Rich Media file size: 30K
- May include user-initiated sound.
- Materials delivery deadline is 3-5 business days prior to launch. On-time launch date is not guaranteed for materials received after this date.
- Expandable content allowed if user triggered on click.

Video

- May be host initiated
- Stop / play button must be included
- Max playtime if host-initiated: 15 seconds

Audio

- Must be user-initiated by click. Host-initiated audio not allowed.
- Must contain visible stop / play and pause or mute functionality.

*Roadblock pricing available upon request.

** Creative rates are available and quoted separately if required.

Email List Pricing

Ad Type	Frequency	Pricing		Subscribers
Newsletter Ad	Weekly	300 x 250 px \$400	210 x 210 px \$200	85,000 Double Opt-In Subscribers
Dedicated Email Blast	Open	\$.05 per email		

Email Newsletter Ad Specifications

- Required formats: 72 dpi, web-ready .gif (non-animated) or .jpg.
- Max file size: 15K

HTML Email Blast Specifications

- HTML content. ChristianCinema.com header image will precede all content.
- Text version required
- Max content width is 600 pixels
- No forms, animation, or video in email content.
- Please specify subject line (must be approved)
- For spam filtering compliance and ChristianCinema.com approval of creative before sending, please submit at least 5 business days before scheduled send date.

Newsletter Ads



HTML Email Blast



Print/Direct Mail Pricing

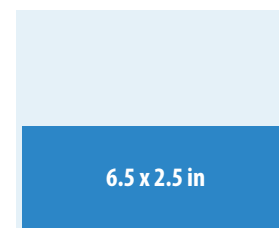
Ad Type	Size	
DVD Rental Ad	6.5 x 2.5 in	\$4,000/10,000
Package Inserts	5.5 x 8.5 in	\$1,000/5,000

* Creative rates are available and quoted separately.

Print Ad Specifications

- CMYK, images at 300 dpi, all gradients and transparencies should be rasterized at 300 dpi.
- Accepted file types are pdf, ai, psd, or hi-res jpgs.
- 6.5" wide by 2.5" tall
- Envelope is 2 color - blue and yellow.
- Your ad will run across the top – above the "As easy as... 1.2.3" picture instructions.

DVD Rental Envelope Inside Cover



Package Inserts

