



## WORSHIP TEAM MARKETING NETWORK

The FrontGate Media Worship Team Marketing Program provides you with **200,000+ impressions to worship leaders and worship team members through one, easy step.**

By request, we can also provide you with a marketing plan that reaches Worship Music fans, please inquire.

Our network of market leading media can be reserved all at once or as individual line items. The network includes:

- |                             |  |
|-----------------------------|--|
| • Worship Musician!         | magazine/digital magazine/direct email |
| • Christian Musician        | magazine/digital magazine/direct email |
| • Christian Musician Summit | direct email                           |
| • ChristianGuitar.org       | web site                               |
| • Creator Magazine          | magazine/web/enewsletter               |
| • TheWorshipCommunity.com   | direct email/web site                  |
| • HighestPraise.com         | direct email/web site                  |
| • The Church Music Report   | direct email                           |



We have TWO PACKAGES to serve you: The All-Inclusive and the Emedia Only.

In addition to the packages below, you can also order anything from the menu a la carte.

### **THE ALL-INCLUSIVE PROGRAM: \$4,445 (you save \$895!)**

The comprehensive program designed to insure that your message stands out by delivering at least 204,000 impressions to worship leaders and team members while saving you \$895 off the regular cost.

- Worship Musician! Magazine Full Page
- Worship Musician! Digital Magazine Full Page
- Christian Musician Magazine Full Page
- Christian Musician Digital Magazine Full Page
- ChristianGuitar.org Web Ad
- Creator Magazine Full Page
- Worship Musician! Direct Email
- Christian Musician Direct Email
- Christian Musician Summit Direct Email
- Creator Email Newsletter Advertorial
- Creator Web Ad
- TheWorshipCommunity.com Direct Email/Web Ad
- HighestPraise.com Direct Email/Web Ad
- The Church Music Report Direct Email



## WORSHIP TEAM MARKETING NETWORK

			INDIVIDUALLY	PACKAGE
<b>MEDIA VEHICLE</b>	<b>IMPRESSIONS</b>	<b>OPTION</b>	<b>AMT</b>	<b>PROMOTION</b>
<i>Worship/Christian Musician</i>	39,000	Full Page Print Ads	\$ 1,890.00	\$ 1,595.00
<i>ChristianGuitar.org</i>	100,000	300x250 Web Ad	\$ 800.00	\$ 500.00
<i>Creator Magazine</i>	1,500	Full Page Print Ad	\$ 1,275.00	\$ 1,175.00
<i>Creator Magazine</i>	5,000	Email Newsletter Advertorial		
<i>Creator Magazine</i>	12,000	300x250 Web Ad		
<i>Christian Musician Summit/WM/CM</i>	10,000	Direct Email	\$ 575.00	\$ 400.00
<i>Worship Community/Highest Praise</i>	32,700	Email/Web Combo	\$ 575.00	\$ 575.00
<i>The Church Music Report</i>	1,500	Direct Email	\$ 225.00	\$ 200.00
	<b>201,700</b>	<b>TOTAL</b>	\$ 5,340.00	<b>\$ 4,445.00</b>

(Already on contract with any of the above? That's ok! We'll deduct that cost from the package.)

### **THE EMEDIA ONLY PROGRAM: \$2,325 (you save \$500!)**

The comprehensive program designed to insure that your message stands out by delivering at least 161,000+ impressions to worship leaders and team members while saving you \$500 off the regular cost.

			INDIVIDUALLY	PACKAGE
<b>MEDIA VEHICLE</b>	<b>IMPRESSIONS</b>	<b>OPTION</b>	<b>AMT</b>	<b>PROMOTION</b>
<i>Christian Musician Summit/WM/CM</i>	10,000	Direct Email	\$ 575.00	\$ 500.00
<i>Creator Magazine</i>	5,000	Email Newsletter Advertorial	\$ 650.00	\$ 550.00
<i>Creator Magazine</i>	12,000	300x250 Web Ad	incl above	
<i>ChristianGuitar.org</i>	100,000	300x250 Web Ad	\$ 800.00	\$ 500.00
<i>Worship Community/Highest Praise</i>	32,700	Email/Web Combo Pkg	\$ 575.00	\$ 575.00
<i>The Church Music Report</i>	1,500	Direct Email	\$ 225.00	\$ 200.00
	<b>161,200</b>	<b>TOTAL</b>	\$ 2,825.00	<b>\$ 2,325.00</b>

The ala carte information for each one of Marketing Network sites is listed below.



## WORSHIP TEAM MARKETING NETWORK

### WORSHIP MUSICIAN! / CHRISTIAN MUSICIAN / CHRISTIAN MUSICIAN SUMMIT

Digital & Print Magazines, Direct Email

These sister publications are a part of the CMS Productions family which also include the Christian Musician Summits –the most attended worship leadership events in the country. The brand reaches a core audience of Christian musicians serving in the church and elsewhere.

The readership skews male 30-50, with a readership of church leadership including senior pastors, worship leaders, worship team members, and tech team members.

#### 2011 PRODUCTION SCHEDULE:

Both magazines are bi-monthly, 4 color and distributed both digitally and in print. Digital versions of your ad link back to your site.

Issue	Bonus Distribution	Space Due	Art Due	Street Date
Mar/Apr	Wintergrass, CMS One Day WA, Worship NW	Feb 4	Feb 9	Mar 10
May/June	CMS@theChapel, CMS One Day CA, Summer Festivals	Apr 1	Apr 6	May 10
July/Aug	Summer NAMM, Christian Music Festivals	Jun 3	Jun 8	Jul 11
Sept/Oct	CMS NorCal, CMS Southwest	Aug 5	Aug 10	Sep 10
Nov/Dec	CMS Northwest	Sep 30	Oct 5	Nov 10
Jan/Feb	Winter NAMM	Dec 2	Dec 7	Jan 13

**WORSHIP MUSICIAN!** View Now: <http://www.scribd.com/documents/43674069>

Worship Musician! Magazine is a bi-monthly resource devoted to equipping the entire team of Worship Musicians as they seek to lead a life of Christ-centered worship. Each issue is aimed at helping those who play a part in worship at their local church - including worship leaders, musicians, songwriters, audio/video techs, and the pastoral leadership overseeing this aspect of congregational life. They can all take encouragement from features and columns on practical help for worship teams.

#### REACH

Each bi-monthly magazine has a circulation of 10,000 print and 12,000 digital, reaching more than 30,000 readers per our reader survey.

**Buy the print and get the digital FREE!**

#### MAGAZINE AD OPTIONS:

Full Page:	\$995.00
Half Page (H):	\$650.00
Third Page (V):	\$450.00



Contact your FrontGate Media Promotions Manager at 949-429-1000  
Updated 1/2012



## WORSHIP TEAM MARKETING NETWORK

### CHRISTIAN MUSICIAN

View Now: <http://www.scribd.com/doc/43676905>

Christian Musician is the only musician’s magazine devoted exclusively to Christians improving musicianship and live performance. This unique niche matched with Christian Musician’s exclusive editorial including artist interviews, professional clinics, gear reviews and album reviews has created tremendous subscriber loyalty among this frequent equipment purchasing demographic.

Each bi-monthly issue is laden with hands-on product reviews and teaching columns aimed at raising the level of musicianship for acoustic & electric guitar, bass, keyboards, drums and vocals. Issues feature profiles/interviews with musician’s musicians, NAMM Convention show reports and industry insights.

### REACH

Each bi-monthly magazine has a circulation of 5,000 print and 12,000 digital, reaching more than 23,000 readers per our reader survey.

### Buy the print and get the digital FREE!

### MAGAZINE AD OPTIONS:

Full Page:	\$850.00
Half Page (H):	\$650.00
Third Page (V):	\$450.00

### MAGAZINE COMBO DISCOUNT

- Six (6 )Issue Package: \$1,550 each (saves you \$1,800, \$300.00 each!)
- One (1) Issue: \$1,645 (saves you \$200.00!)
- Full page in both Worship Musician! & Christian Musician
- Buy the print, get the digital free!
- Reaches more than 39,000 circulation and 53,000 readers

Yamaha, Shure, Martin Guitars, Audix, Audio Technica, McPherson Guitars are companies who are on the Six Issue Package.



Digital Magazines presented through state-of-the-art Scribd service.



## WORSHIP TEAM MARKETING NETWORK

DIRECT EMAIL     \$575

AVAILABLE YEAR ROUND

Use our direct email for direct data capture of consumers or to advertise your product, service or project. Our direct email ad reaches ALL of our the subscribers from the Christian Musician Summit events, *Worship Musician!*, and *Christian Musician's* print and digital editions.

- 10,000 Active Subscribers
- Send Our Subscribers to Your Site
- Your Exclusive HTML Message
- Your Subject Line
- Text Only Version Included
- Annual Volume Discounts Available:
  - Four (4)             \$525 ea.
  - Six (6)                \$495 ea.
  - Twelve (12)        \$450 ea.



### 3 Reasons To Visit PraiseHymn.com:

#### 1. Convenience.

PraiseHymn.com is open 24/7- 365! No fumbling through CD racks or special ordering to worry about. Just click, search, listen and download the tracks you need when you need them. It's that simple!

#### 2. Selection.

PraiseHymn.com has placed over 4000 tracks at your fingertips! We offer the most popular Christian, contemporary, Christmas and Easter songs as well as medleys, hymn arrangements and old favorites from years past.

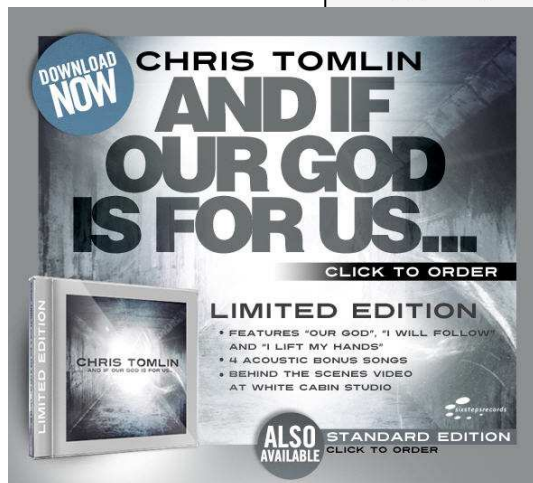
ability of singing your favorite song in your best  
out background vocals to suit your specific  
downloaded individually, which allows you to  
d, not the whole CD!

CLICK-OUT FOR A FREE TRACK!

TEXT "PRAISEHYMN" TO 74679 TO GET INSIDE  
DEALS FROM PRAISE HYMN!

PRAISEHYMN ON:

741 Cool Springs Blvd. Franklin, TN 37087  
© 2011 Praise Hymn Label Group, LLC. All Rights Reserved.





## WORSHIP TEAM MARKETING NETWORK

### CHRISTIANGUITAR.ORG

#### WHY?

Christian Guitar Resources (ChristianGuitar.org) is THE online community for musicians to connect to discuss their favorite songs, resources, artists, CDs, playing styles, gear, hardware; read artist interviews, CD reviews, and discuss just about any Christian topic ranging from theology and life issues, to prayer requests and testimonials. ChristianGuitar.org is vibrant, interactive musicians' community.



Established in 2000, simply put, ChristianGuitar.org is the largest independent online community for Christian musicians. Discussion about how to play songs through various user generated guitar, bass, or praise tab suggestions have been viewed over 68 million times. Site members have made more than 3 million individual posts in over 140,000 topical categories (threads) on the site's forum!

#### Endorsements:

"We know good training when we see it. ChristianGuitar.org is doing a great job in serving musicians. We applaud their efforts!"

- **Bruce Adolph, Publisher, Christian Musician & Worship Musician magazines**

"Christianguitar.org is a great resource to the young Christian musician or worship leader by helping them to learn songs and interacting with other musician in the community."

- **Aaron Boyd of Bluetree, Worship Leader, Songwriter of God of This City (recorded by Chris Tomlin.)**

#### REACH

- o More than 1,000,000 page views per month
- o More than 300,000 visitors per month from 200,000+ uniques
- o More than 100,000 member-subscribers
- o Average visitors view 4 pages per visit.
- o 75% of visitors have a broadband connection



## WORSHIP TEAM MARKETING NETWORK

### DEMOGRAPHICS

(According to Quantcast 1/1/2009)

Gender: Male 54%  
Female 46%

Age Range:  
13-17 37%  
18-34 30%  
35-49 12%  
Other 21%

Children:  
53% have children ages 6-17

Household Income:  
Under \$30K 19%  
\$30K – 60K 42%  
\$60K – 100K 24%  
\$100K+ 15%

Education:  
Grad School 15%  
College 41%  
No College 44%

### PROMOTIONAL OPTIONS

Please inquire to brainstorm or discuss custom advertorial ideas.

### DISCOUNT PACKAGE Includes:

- o Month Long Home Page Skin
- o Direct Email to 100,000 subscribers
- o Banner Ads for 500,000 views (you pick the size)

Only \$4250! (You save \$750, regularly \$5,000.)

### Direct Email Advertising:

100,000+ subscribers	\$2,000
50,000 subscribers	\$1,500
25,000 subscribers	\$1,250



### Newsletter Sponsorship:

100,000 subscribers, two options:

<u>Advertorial Slot</u>	\$1,500
728x90 jpg or gif, 100 words of text and your link.	
<u>Leaderboard (728x90)(jpg or gif)</u>	\$999



## WORSHIP TEAM MARKETING NETWORK

### Web Ad Advertising:

- Available sizes include 728x90, 300x250, and 160x600.
- Flash (swf), jpg or gif

Impressions	CPM	Total
1,500,000	\$2.50	\$3,750
1,000,000	\$3.00	\$3,000
500,000	\$5.00	\$2,500
250,000	\$7.00	\$1,750

### Section Sponsors:

Guitar – 400,000 per ad slot  
\$2000/month, 3 month minimum run

Bass – 30,000 per ad slot  
\$300/month, 6 month minimum run

Praise – 55,000 per ad slot  
\$550/month – 6 month minimum run

Lessons/Chord Chart – 30,000 per ad slot  
\$300/month, 6 month minimum run

### AVAILABLE ONLY AS AN ADD ON TO ANY PACKAGE ABOVE:

#### Home Page Peel:

This excellent ad option allows the user to “pull back” or peel the upper right corner of the home page to see the larger ad underneath. A unique interactive ad!

45,000 views per month, \$350

#### Home Page Skinning:

45,000 views per month  
\$500

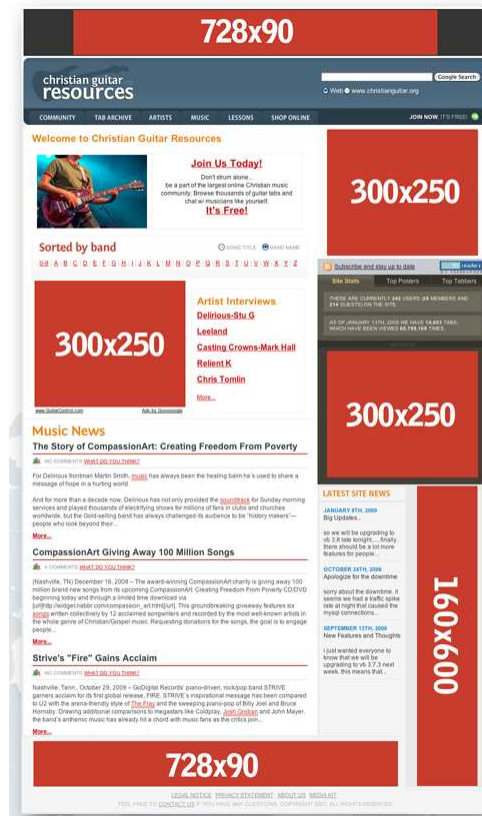
Skin the site’s home page with your graphics for an entire month. We’ll even swap out your skin 4 times during the month to keep it fresh.

### Budget Packages:

Below the Fold ads (160x600, 300x250, 728x90)

Impressions	CPM	Total
2,000,000	\$1.00	\$2,000
1,000,000	\$2.75	\$2,750
500,000	\$3.00	\$1,500

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Updated 1/2012







## WORSHIP TEAM MARKETING NETWORK

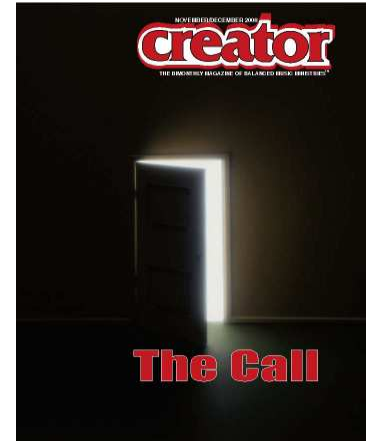
### CREATOR MAGAZINE/WEB AD/E-NEWSLETTER ADVERTORIAL

**Dr. Vernon Sanders**

[www.creatormagazine.com](http://www.creatormagazine.com)

Creator Magazine—

- is a resource for balanced music ministries
- is for church worship/music leaders
- is not denominational or organizational
- covers evangelical to liturgical
- is practical & applicable
- is published bimonthly (6 issues/year)
- is in its 30th year of publication
- serves growing, active churches



Each issue of Creator contains feature articles and departments pertaining to the church’s music ministry. A typical publication year contains a variety of thematic issues, some of which have evolved into annual events. Creator’s website serves as the focal point for the Creator Leadership Network, a virtual community of over 2500 church musicians, pastors, and worship leaders who look forward each week to the leadership resource Monday Morning Email.

Creator publisher **Dr. Vernon Sanders** has been involved in Church Music and Worship Ministry in some capacity since 1957 serving as rock musician, college professor, expatriate, jazz pianist, a non-profit arts foundation administrator, an author, and a music publisher. He served for many years as Associate Professor/Director of Choral Activities at the University of Regina, Canada, and was Director of Music Ministry at Trinity Presbyterian Church in San Carlos, California, for 16 years before “retiring” to devote more time to his family and his position as publisher of Creator Magazine. His education includes a BA (Music Education) and MA (Historical Musicology) from UCLA, and a DMA (Conducting) from Stanford University, but he learned the most about what music is about and how to interpret it from John Nelson in Aspen, and John Aldis in Europe. He was the founding president of the Saskatchewan Choral Federation, the founding Executive Director of the Schuyler Institute for the Arts in Worship, and the founding Charter Member of the Association of Canadian Choral Conductors. Dr. Sanders served for nearly ten years as the Executive Director of the National Association of Church Musicians. He was for 20 years the managing partner of Thomas House Publications, a music publishing company which was subsequently purchased by the Fred Bock Music Company. His published choral works appear in a number of catalogs, and choirs under his direction have appeared on regional and national radio and television in the US and Canada. He is a frequent workshop leader and guest speaker throughout North America.



Creator Package:	18,500 impressions	\$1275
4C Full page ad	1,500 magazines	
Newsletter Advertorial*	5,000 subs (2500 x 2)	
Web Banner	12,000 views (300x250)	

\* Dr. Sanders will editorialize your content in two email newsletters, one each month.

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## WORSHIP TEAM MARKETING NETWORK

### THEWORSHIPCOMMUNITY.COM / HIGHEST PRAISE NETWORK

#### WEB BANNER and DIRECT EMAIL COMBO

[www.theworshipcommunity.com](http://www.theworshipcommunity.com) and [www.highestpraise.com](http://www.highestpraise.com)

The Highest Praise Network reaches a community of worship fans, worship leaders, and team members through its two web resources to give you a strong audience of worshippers looking for new resources.



**TheWorshipCommunity.com** is a blog community made of up a growing number of worship leaders and their team members. The site provides a forum for worship leaders and to gain insight and support from their peers. Due to the nature of the site, this is a perfect place to reach and influence a community of worship leaders.

**HighestPraise.com** reaches a broad audience of worship leaders as well as worship music fans by offering the latest in worship music, resources and encouragement for over a decade. The site was one of the first to EVER offer free, downloadable praise/worship music!

COMBO PACKAGE \$575

The combo package puts you on both sites for maximum exposure:

BANNERS (468x90 and 300x250)

25,000 views/month

DIRECT EMAIL

10,200+ recipients

### THE CHURCH MUSIC REPORT: DIRECT EMAIL

The Church Music Report direct email connects you to a very strong audience of church worship leaders and pastors through its list of 1,500 opt-in subscribers. Use this to reach a very exclusive list of music ministers and worship leaders interested in new information. 90% are worship leaders and other church musicians.



Direct Email \$225.00