



**BLUE LETTER BIBLE**

**FRONTGATE**<sup>®</sup>  
Since 2001  
*Your Gateway To The Christian Audience*<sup>™</sup>

# MEDIA KIT

"We love Blue Letter Bible. It has proven to be extremely valuable. We are very happy with the annual sponsorship package that lets us run 2 specific campaigns at the same time. We found it so significant that we decided to double our investment in marketing and move up from the bronze package to the silver with BLB."  
- Dallas Theological Seminary



Rooted in over 15 years of Bible study development, Blue Letter Bible is one of the largest Bible sites in the world, serving around ONE MILLION unique visitors every month.



Blue Letter Bible provides powerful tools for an in-depth study of God's Word through our free online reference library which receives over 30 MILLION page views per month.

### Our Bible Study Resources

- Fast and powerful Bible searches
- Greek and Hebrew language lexical aids
- Advanced cross-reference tools
- Commentaries
- Concordances
- Many other study resources that are grounded in the historical conservative Christian faith.

Our audience includes pastors, lay leaders, congregants, home-school educators, families, and students who are serious about Bible study as a significant part of their Christian journey.

Blue Letter Bible offers a variety of platforms to reach your target audience.

## WEBSITE



30 million+ monthly impressions

900,000 monthly unique visitors

## DAILY DEVOTIONAL EMAIL BANNERS

2.2 million+ emails sent per month



## DAILY DEVOTIONAL EMAIL LIST

35,000+ subscribers



## BLB BLOG



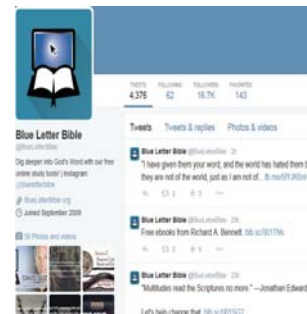
30,000+ monthly page views

17,000 monthly unique visitors

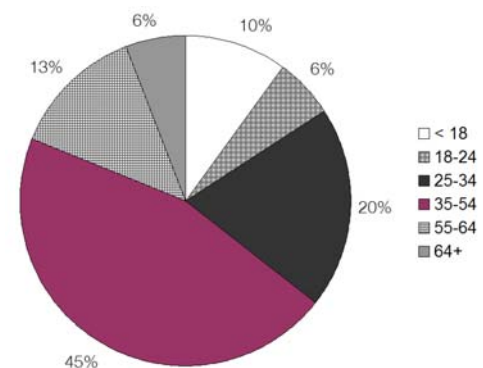
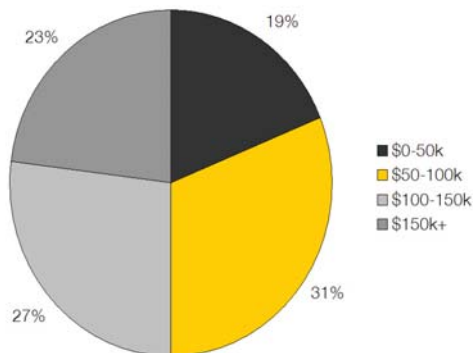
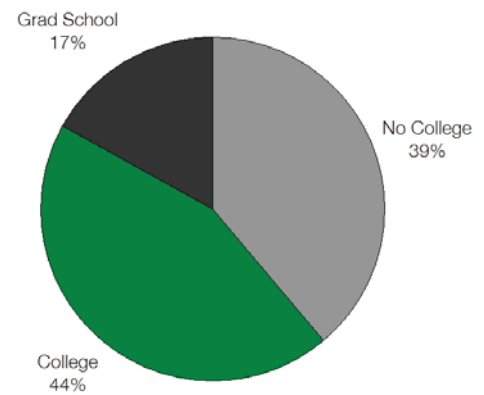
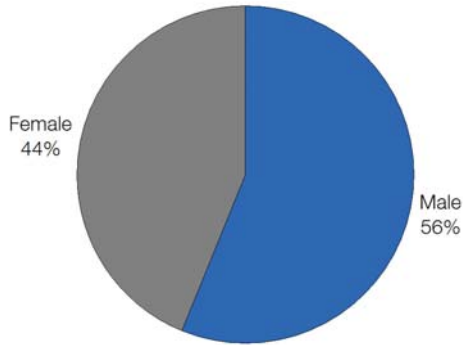
## SOCIAL MEDIA

133,000+ Facebook Likes

16,000+ Twitter Subscribers



Blue Letter Bible has a wide-ranging audience, from pastors and seminary students to new believers seeking to grow in their faith.



\*Demographic statistics based on preliminary reports by Quantcast.com, an MRC accredited traffic measurement



## Devotional Emails

Type	Ad Type	Frequency	Pricing	Subscribers
Devotional Email List	Direct Send	6-9 per year	Call for pricing	35,000+ *
Devotional Email	550x100 Footer Placement	Daily	Call for pricing	45,000+ *

\*Please contact us for current count

### Email Devotional Ad Banner Specifications

- Requirements: 72 dpi, web-ready .gif (non-animated) or .jpg / 15k Max File Size

### HTML Direct Send Email Specifications

- HTML content. Blue Letter Bible header copy will precede all content
- Max content width is 600 pixels
- No forms, animation, or video in email content
- Please submit subject line and HTML ad and text only version of ad at least 5 business days before scheduled send date

## Devotional Email Ad Banner

**Day By Day By Grace**  
Bob Hawkins  
December 27, 2018

---

**Once More on Following Jesus as a Disciple**

*"If anyone desires to come after Me, let him deny himself, and take up his cross daily, and follow Me...My sheep hear My voice, and I know them, and they follow Me." (Luke 9:23 and John 10:27)*

As we have seen, following Jesus as a disciple is another way to relate rightly to the Lord in humility and faith. Discipleship begins with renouncing the self-life and confessing death for the self-life. "If anyone desires to come after Me, let him deny himself, and take up his cross daily." Initially and continually, these humble and trusting responses to Jesus deal with self, which is the basic obstruction to following Him. Ultimately, these simple words express the very heart of discipleship: "and follow Me."

All of the Christian life can be summed up and fulfilled in this profound relationship—a humble, dependent walk with the Lord. It is the will of God that we grow in His all-sufficient grace. "But grow in the grace and knowledge of our Lord and Savior Jesus Christ" (2 Peter 3:18). Jesus came overflowing with that grace. "And the Word became flesh and dwelt among us...full of grace and truth" (John 1:14). As we follow Him in humble dependence, He pours His grace into our lives.

Jesus has all that we need. In Him, the complete resources of the Godhead for our personal wholeness reside. "For in Him dwelt all the fullness of the Godhead bodily, and you are complete in Him" (Colossians 2:9-10). In Him, all wisdom and knowledge are contained. "In whom are hidden all the treasures of wisdom and knowledge" (Colossians 2:3). Jesus is the very life that we are called to live: "Christ who is our life" (Colossians 3:4). He is our "all and in all" (Colossians 3:11).

We need the Lord Jesus like sheep need a shepherd. In fact, our discipleship walk with Christ is portrayed in Scripture as sheep following a shepherd. Those who are in the world are like sheep without a shepherd. What a needy picture that is. "But when I hear the multitude say, He was moved with compassion for them, because they were weary and scattered, like sheep having no shepherd" (Matthew 9:36). Jesus, our shepherd, the ultimate shepherd. "I am the good shepherd. The good shepherd gives His life for the sheep" (John 10:11). Having died for us, our shepherd wants to lead us throughout our lives. "My sheep hear My voice, and I know them, and they follow Me" (John 10:27). In humble dependence, we can hear His voice through His word and be led by His Spirit. Thereby, we enter into the fullness of the grace that God has for us during our pilgrimage here on this earth.

Jesus, my Good Shepherd, I need You like a sheep needs a shepherd. I humbly trust You to lead me through life, pointing out upon me the fullness of Your grace. In Your wonderfulness, Amen.

This has been brought to you by the following sponsors:  
Bible.org  
Blue Letter Bible  
Sovereign Grace

A

550x100 footer

## Devotional Email List

A Note from the Blue Letter Bible  
Occasionally during the year, Blue Letter Bible offers select sponsors the opportunity to send an email newsletter to our users. This helps to offset our overhead in providing you with free resources. Please note that this email was sent from our internal system. We never share email addresses with third parties, and we never spam.

Books | Bibles | Authors

Need to study from a fresh new take on TODAY'S #1-SELLING STUDY BIBLE

LIFE APPLICATION®  
STUDY BIBLE APP

Cool new features on iOS

- ✓ Fresh, clean design
- ✓ Intuitive navigation
- ✓ Daily reading plan with The One Year Bible
- ✓ Brand new translations available for purchase in the in-app store... and now you can post highlights and notes to Facebook, Twitter, and email!

NLT

Buy Now »

Life App™ is also available on Android

tyndaledirect  
Shop for great deals & bulk pricing on books & Bibles from your favorite Christian publisher. [Shop now »](#)



## Ad Units

Web Ad Positions	Ad Type	Pricing
Premium Position A	336x100	Limited availability, please call
Middle Rectangle B	300x250	Call for Pricing
Lower Rectangle C	300x250	Call for Pricing
Home Page Leaderboard	726x90	Gold Package Only

## Custom Options

- Sponsorships can be customized to suit your needs, including targeted page categories and customized rotations

## Graphics

- Graphics can be submitted in JPEG, PNG, or GIF formats and should be appropriately designed
- Excessively flashy graphics will not be accepted



**PREMIUM POSITION (A)**  
One 336x100 unit displayed on top right shoulder.

Limited availability - please call for more information.

**MIDDLE RIGHT RECTANGLE (B)**  
One 300x250 units displayed below Bible Search field

**LOWER RIGHT RECTANGLE (C)**  
One 300x250 unit

## Blog and Social Media

Ad Position	Ad Type	Pricing
Blog Right Film Strip	300x600	Call for Pricing
Social Media Square	600x600	Limited Availability

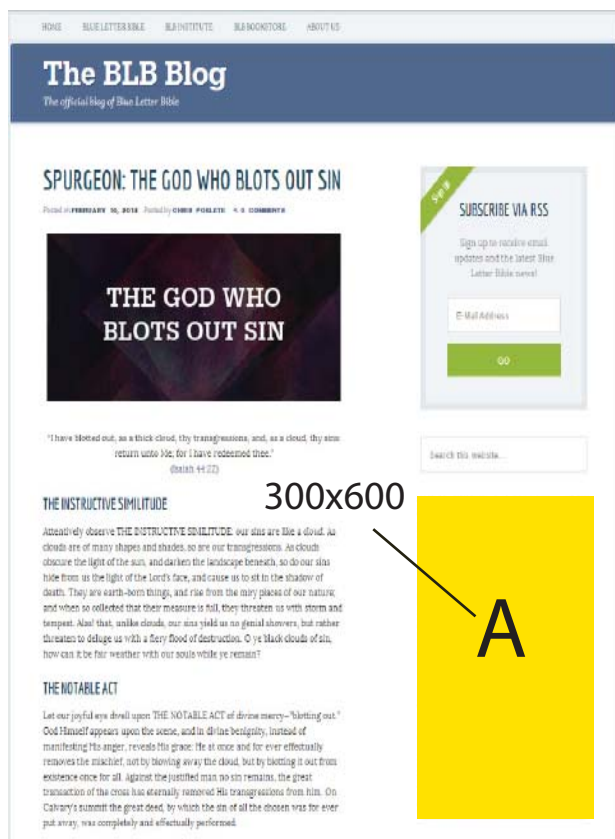
### Custom Options

- Sponsorships can be customized to suit your needs, including targeted page categories and customized rotations

### Graphics

- Graphics can be submitted in JPEG, PNG, or GIF formats and should be appropriately designed
- Excessively flashy graphics will not be accepted

## Blog



The screenshot shows the 'The BLB Blog' website. The main article is titled 'SPURGEON: THE GOD WHO BLOTS OUT SIN'. Below the article, there is a yellow rectangular area labeled '300x600' and 'A', indicating the ad space. The website header includes navigation links like 'HOME', 'BLUE LETTER BIBLE', 'BIBLICALITY', 'BIBLICALITY', and 'ABOUT US'. A sidebar on the right contains a 'SUBSCRIBE VIA RSS' form and a search bar.

## Facebook



The screenshot shows a Facebook page for 'Blue Letter Bible'. The page features a video post titled 'The Will of God' with a play button icon. Below the video, there are several posts from users like Okusanya Emmanuel Bamidele Daisy, Simmie Sims Jr., and Janette Pudintan. On the right side of the page, there is a large event poster for 'HARVEST' by Greg Laurie, scheduled for August 15-17 at Angel Stadium. The poster includes details about the event, such as 'CHRIS TOMLIN | SKILLET | NEEDTOBREATHE FOR KING & COUNTRY | SIDEWALK PROPHETS WORSHIP WITH PHIL WICKHAM' and 'SOCAL.HARVEST.ORG'.



## Sponsorship Packages

*Sample Annual Package*     
 *Silver Annual Package*     
 *Gold Annual Package*     
 *Platinum Annual Package*

	Sample Annual Package	Silver Annual Package	Gold Annual Package	Platinum Annual Package
Web Ad: Premium Position, 300x250	1,200,000	3,000,000	3,500,000	7,000,000
Direct Email Campaign, 35k Subscribers		35,000	70,000	105,000
Home Page Leaderboard, 728x90			1,000,000	2,000,000
Daily Devotional Email Banner Ad, 550x125	1,300,000	1,300,000	2,600,000	3,900,000
Web Ad: Secondary Position, 300x250	1,000,000	2,000,000	3,000,000	6,000,000
Consideration for Social Media Posts		yes	yes	yes
Total Purchased Web Impressions	1,200,000	3,035,000	4,500,000	9,105,000
Bonus Impression	2,300,000	3,300,000	5,600,000	9,900,000
Email Cost Per Name		\$0.045	\$0.045	\$0.045
CPM	\$4.2	\$3.3	\$2.7	\$1.8
Total Cost	\$5,000	\$10,000	\$15,000	\$20,000
Regular Price	\$6,000	\$16,750	\$25,700	\$50,325
Regular Price CPM	\$5	\$5	\$5	\$5
Savings	\$1,000	\$6,750	\$10,700	\$30,325

- [1] The run dates of any of the above sponsorships can be modified. All the campaign items would be delivered within the modified time frame.
- [2] Impressions can be allocated to the following available placements, to be determined prior to the campaign.
- [3] Blue Letter Bible receives approximately 3 million monthly homepage impressions.





## How do I advertise with [Blue Letter Bible](#)?

### 1. Determine whether your organization or product is a good fit.

Blue Letter Bible's resources are rooted in conservative, historic Christian theology. Advertiser's resources and products should not contradict this perspective. Please review our [Statement of Faith](#).

### 2. Determine which opportunities best suit your needs.

### 3. Contact FrontGate Media for advertising opportunities.

ContactRequest@FrontGateMedia.com or 949-429-1000

### 4. Blue Letter Bible reviews all ad campaigns for approval and fit with our statement of faith prior to acceptance.

Where applicable, your beliefs and purpose should be clearly visible for our review.

### 6. Submit your URL redirect link and graphic for approval.

Send to AdCreative@FrontGateMedia.com and Sponsorships@BlueLetterBible.org

### 7. Watch your campaign go live!

BlueLetterBible.org  
Contact FrontGate Media  
www.FrontGateMedia.com  
or ContactRequest@FrontGateMedia.com  
949-429-1000