

VALLEYGOSPEL.com

GATHERING THE MASSES

Media Kit

2010

Current Status

ValleyGospel.com is an award-winning portal catering to a wide and diverse market. We specialize in all areas of Christian entertainment that continue to fulfill and feed the faith of all who visit. ValleyGospel.com has, over time, become one of the online leading destinations for all who hunger, seek and desire to be inspired, educated and encourage through the divine Word of God.

Key Sections:

News, Artists, New Music, Videos, One Church Listing, VG Youth, VG Street Team, Event Calendar, Interviews, Reviews and Events, VG Book Club

Interactive Features:

Artist Blogs, Contest Giveaways, ValleyGO Message Boards, Christian Soldier Blog, Online Polls

Unique Users: 15K
Monthly Page Views: 1.5M
Hits: 1.25M

ValleyGospel.com reaches over 15,000 people monthly, of which 93% are in the U.S. The site attracts an HH income of up to \$70K, primarily younger, female, diverse ethnic audience. The typical visitor has kids in the household, watches Christian television shows and listens to Christian music.

Geographic Region: United States 93%, Canada 5%, International 2%
Age: 69% 18-34 years old, 31% 35-45 years old
Gender: 75% Female, 25% Male
Education: 66% attended or graduated from college
Broadband Audience: 57.4% connect to the Internet using a broadband connection
Psychographics: Religious, outgoing, forward thinking
Church Attendance: 92% are weekly church goers

1 . 678 . 488 . 0250

Advertising Rates

Location On VG Website	Size (pixels)	Static	Flash
Ads			
Home Page Main Flash Area VG Billboard	674 x 221	N/A	\$200/week
Home Page Right Column Flash	260 x 217	N/A	\$150/week
Home Page Featured Event	278 x 334	\$100/week	\$150/week
Artist Page Featured Event	278 x 334	\$75/week	\$100/week
Banner Ads			
Website Footer - Main Page	728 x 90	\$100/week	
Website Footer - Events Page	728 x 90	\$100/week	
Website Footer - Artists Page	728 x 90	\$75/week	
Website Footer - Miscellaneous	728 x 90	\$50/week	
E-Blasts			
Eblast Footer	\$50/per blast		
Newsletter Footer Ad	\$200/month		
Promo Rates			
Press Release	\$100 - Will send press release to media outlets		
E-blasts	Pre-Designed	Designed by VG	
	\$250.00	\$350.00	
	Sale Price \$100	Sale Price \$200	
	2 sends	2 sends	
	\$10 per additional send	\$20 per additional send	
	\$50.00 event change/cancel	\$50.00 event change/cancel	
Press Kit	\$350 - Sale \$250	\$75/week	
Text Messaging	\$50.00 - 2 sends		
	Announce Event/Reminder		
	\$10 per additional send		
	\$50.00 event change/cancel		

SPECS FOR PRE-DESIGNED PROMOS

Image Size: Maximum size of 600 X 800
File Size: Maximum size of 100k
Resolution: All files submitted must be 96 dpi
Color Mode: All files must be in RGB color mode

File Type: PNG/JPG/GIF/PDF/TIFF

Link: submit a single web site URL with the promo, for linking.
Email us the FILE or the URL to: promote@valleygospel.com
Please Note: We do NOT add to your pre-design. Make sure all your text and links are on it before you send it to us.