

CHRISTIANWEEK



Media Kit 2021

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About ChristianWeek

Our History

In 1987 *ChristianWeek* founder Harold Jantz launched a small newspaper with a big vision—nothing less than opening a window on Christian faith and life in Canada. Against the odds, it succeeded, and *ChristianWeek* has been publishing the stories of God and His people in Canada ever since.

Our Mission Statement

ChristianWeek is uniquely positioned as Canada's only national interdenominational news and opinion source. Our goal is to provide relevant, balanced, hope-infusing perspectives on the complex and contradictory realities of life. We help Canadian Christians understand the realities facing Canadian culture, and the relevant ways in which they can get involved to make an impact in the Church and the culture around them. We are a ministry serving ministries, providing Christian organizations, institutions and initiatives a digital platform to share how God is working to bring concrete hope into the world.

Our Promise

Great stories — *ChristianWeek* examines issues in the mainstream media from a vital and vibrant faith perspective, as well as profiling individuals, groups and organizations whose voices often go unheard as they endeavour to share Christ's love.

Clear convictions — *ChristianWeek* stories and perspectives demonstrate a commitment to the essentials of basic Christianity.

Vision for unity — *ChristianWeek* involves Christians from many different denominations and provides a place for people from different branches of the family to share their stories.

News you can trust — As an independent news source, *ChristianWeek* reports fairly and accurately on Christian institutions, issues and events.

Engaging topics — The things that shape people's lives are worthy of comment. This includes politics, theology, technology, money matters, and entertainment, to name a few.

Our calling is to inform, encourage and inspire Christians in Canada and around the world.

ChristianWeek's Target Audience

ChristianWeek targets a broad spectrum of readers, but generally attracts those who are college age and older. This includes the "every day reader" as well as leaders in church, para-church, education and government. They value their faith, church, community and making a difference in the world.

These readers depend on our publication to connect them with products and services offered by organizations and companies that have similar values. They support those who maintain the highest level of quality, integrity and dedication to faith-informed business practices.

Our Audience/Demographics

Ages 18-24	15%
Ages 25-34	28%
Ages 35-44	16%
Ages 45-54	17%
Ages 55-64	14%
Ages 65+	10%

Gender - Male/Female 54% / 46%

Interests
Arts & Entertainment
Jobs & Education
News
Politics
Travel
Real Estate

Income
78% home owners
20% annual income above \$76,000
14% CEO's or business owners
43% take two or more vacations per year
78% post-secondary education

Statistics from Google Analytics / 2008 National Christian Newspaper survey

Advertising options

Why advertise online?

With an online presence of more than 10 years, *ChristianWeek* offers premium advertising with targeted traffic at an affordable rate.

ChristianWeek's fresh, clean web design features larger ad sizes. Your message is prominently displayed to catch viewers' attention.

ChristianWeek now offers more ad options so you can specifically target the audience you're after. Whether by location or device, we can help tailor an ad campaign that will reach your audience.

We offer a number of ad sizes based on the Interactive Advertising Bureau standards to suit your needs. Please see the rate card below for available ad sizes. Please note there are often opportunities to use the same ad size across various screen/device sizes and we'd be happy to work with you to put together a campaign with your budget.

Website ad rates

Mobile Leaderboard (320 x 50)	\$180
Leaderboard (728 x 90)	\$280
Rectangle (180 x 150)	\$160
Medium Rectangle (300 x 250)	\$250
Wide Skyscraper (160 x 600)	\$200
Half Page (300 x 600)	\$320

Rates at 30 days per ad spot. Dimensional units measured in pixels.

Website ad availability across devices

	Mobile Leaderboard (320 x 50)	Leaderboard (728 x 90)	Rectangle (180 x 150)	Medium Rectangle (300 x 250)	Half Page (300 x 600)	Wide Skyscraper (180 x 600)
Mobile	Available	Not Available	Not Available	Available	Not Available	Not Available
Tablet	Not Available	Available	Available	Not Available	Not Available	Available
Desktop	Not Available	Available	Available	Available	Available	Available

Mobile Advertising options

Mobile Advertising

ChristianWeek now offers advertising on mobile platforms with ad sizes appropriate for small to medium screen sizes.

Available options include:
Mobile Leaderboard
(320 x 50)

High Placement Medium Rectangle
(300 x 250)

Lower Placement Medium Rectangle
(300 x 250)

Mobile Leaderboard

Medium Rectangle

Medium Rectangle



Tablet Advertising

We continue to offer advertising on tablet devices with ad sizes appropriate for medium to large screen sizes.

Available options include:
Leaderboard
(728 x 90)

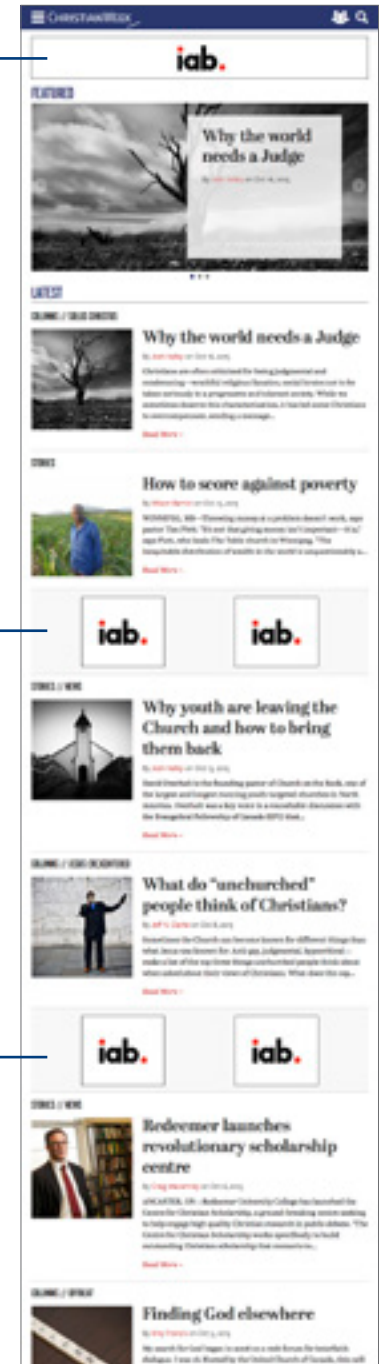
High Placement Rectangles
(180 x 150)

Lower Placement Rectangles
(180 x 150)

Leaderboard

Rectangle

Rectangle



Desktop Advertising options

Desktop Advertising

Available options include:

Leaderboard
(728 x 90)

High Placement Rectangles
(180 x 150)

Lower Placement Rectangles
(180 x 150)

Sidebar Medium Rectangle
(300 x 250)

Sidebar Half Page
(300 x 600)

The image shows a desktop browser window displaying a news website. Several advertising placements are highlighted with blue lines and labels:

- Leaderboard (N1):** A horizontal banner at the top of the page.
- Medium Rectangle (N2):** A vertical rectangular ad in the top right sidebar.
- Half Page (N3):** A large vertical rectangular ad in the right sidebar.
- Rectangle (N4 & N5):** Two horizontal rectangular ads located in the middle of the page.
- Rectangle (N6 & N7):** Two horizontal rectangular ads located at the bottom of the page.

The website content includes articles such as "Why the world needs a Judge", "How to score against poverty", "Why youth are leaving the Church and how to bring them back", and "What do 'unchurched' people think of Christians?".

Desktop Advertising options

Desktop Article Page Advertising

ChristianWeek additionally offers ad spots specific to the article page. A wide Skyscraper ad is placed alongside editorial copy and can be even more powerful when associated with a sponsored feature. See our Sponsored Feature options on page 10 for more information.

Available options include:
Leaderboard
(728 x 90)

In-Article Wide Skyscraper
(160 x 600)

Sidebar Medium Rectangle
(300 x 250)

Sidebar Half Page
(300 x 600)

The image shows a desktop browser window displaying an article on ChristianWeek. The article title is "Why the world needs a Judge" by John MacArthur. The page layout includes several ad placements:

- Leaderboard:** A horizontal ad at the top left of the article content area.
- Medium Rectangle:** A vertical ad in the top right sidebar.
- Half Page:** A vertical ad in the middle right sidebar.
- Wide Skyscraper:** A vertical ad on the right side of the article content area.

The article text discusses the role of a judge in the Christian faith, mentioning the "Day of Wrath" and the "Day of Wrath" as a time of judgment. It also mentions the "Day of Wrath" as a time of judgment.

Career Forum

Many organizations trust *ChristianWeek* in helping them find quality applicants.

ChristianWeek offers online options for organizations to get the word out on career openings. Our online career forum is also a great tool to reach job seekers; it is the most visited page on our website after the home page.

Career listings may include logo, position, email, region, and website, in addition of up to 500 words.

Career Ad rates

up to 500 words

\$199

The screenshot shows a job listing for the Canadian Bible Society on the ChristianWeek website. The listing is for a 'Director/Deputy Development Department' position. The job summary describes the role as a support function involving fundraising, grant management, and administrative support. The qualifications list includes a strong commitment to the Christian faith, a high attention to detail, 5+ years of experience in public relations, a Bachelors degree in professional and advisory, and a strong ability to work under pressure. The listing also includes contact information for the Human Resources Manager and a footer with social media icons and a copyright notice.

CHRISTIANWEEK

Canadian Bible Society

Canadian Bible Society

Position
Director/Deputy Development Department

Email
humanresources@bible.ca

Website
http://www.bible.ca/

Director/Deputy Development Department
Location of office: Toronto, ON

Job Summary:
Fund-raising, grants, donor services and other financial matters, and respond with care, knowledge and insight to requests and needs. Create and manage the department's budget and reports, and provide the required after-act service which will enhance the Canadian Bible Society (CBS) image and ministry. Collaborate with the Support Services Team and collaborate with other CBS ministry teams to provide the necessary collateral to help them achieve their ministry goals and objectives. In every interaction and meeting, offer or propose opportunities to enhance the work of CBS. Provide administrative support to the Support Services Team, maintain the donor database and work with the Website Company to make sure it is always current. Manage functions of various programs, prepare daily bank deposits, and maintain donor accounts.

This position requires a high level of multi-tasking and attention to detail. As a support function in the office, a strong team player and a willingness to help wherever possible is critical. Understanding the various donor volunteer goals, and being able to respond to requests at every stage of the process is a major job role. Credibility to CBS and enhancing the donor experience is absolutely critical to success. It also requires a comprehensive understanding of how to create Bible in order to obtain a comprehensive understanding of the behavior of the donors. Dealing with problems promptly and effectively and creative solutions are frequently required. Strong oral and written communication is required for being a team player. CBS management and staff are all external agencies and for answering donor queries.

Qualifications:

- 1. A strong commitment to the Christian faith and a passion for the Bible cause.
- 2. 5+ yrs high attention to detail.
- 3. 5+ years of experience in dealing with the public (face to face and/or via telephone) with a high degree of professionalism and diplomacy.
- 4. Good creative initiative with strong strategic development skills.
- 5. Ability to work well under pressure, handling multiple demands (multi-tasking), while paying close attention to deadlines and schedules.
- 6. Good verbal and written communication skills with creative writing and editing abilities.
- 7. Fast and accurately with sensitivity.
- 8. Education: Minimum: Post-secondary.
- 9. Minimum level of proficiency in Microsoft Word and Excel.
- 10. Self-motivated, self-manager, entrepreneurial, risk taker.
- 11. Very strong team player, able to coach and empower others without being imposed or authoritarian.
- 12. Results oriented and enthusiastically achieving and exceeding stretch goals.
- 13. Some experience of project management and the ability to manage multiple tasks to meet all the required objectives within the stated timeframe, budget constraints and objectives.
- 14. 5+ yrs product development experience and the associated experience of understanding market research and ongoing findings within a new product development and project management framework.

Report to: Support Services Manager
Application Deadline: Monday, 10th November 2014
Please forward e-mail to: humanresources@bible.ca

ABOUT US **ADVERTISE** **CONTACT US**

Facebook **Twitter** **LinkedIn** **YouTube**

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eNews advertising

Your banner ad appears alongside our editors' picks in a weekly email sent out to our eNews subscribers across Canada.

ChristianWeek's eNews open rates are higher than industry average and our subscriber list is constantly growing.

Rates are \$98 per issue or \$320 per month (four issues per month) for a 600px x 150px ad. Ad space is subject to availability.

Subscribe to our free eNews on our [Facebook page](#), at christianweek.org, or by following the link [here](#).



E1 600 x 150

E2 600 x 150

"ChristianWeek represents the best in North American Christian journalism—well researched, professional, well written. I can count on it to keep me informed about significant events and issues and challenge me to think.."

-- Neil Bramble, Director of Strategic Planning and Training, The Gideons

Sponsored Feature

Experience a new communications opportunity with *ChristianWeek*

You have a story to tell. What better place to tell it than in an award-winning online publication like *ChristianWeek*? A partnership with us lets you share your story with a diverse national and international audience.

How it works

As a select ministry partner who already has an affinity with our readers, you are guaranteed editorial space in *ChristianWeek* for well-written, engaging content highlighting your organization. Ideally this copy is written by you, as we believe your inside perspective on the work of your ministry to be invaluable. However, our editorial team is also available to assist.*

Why it works

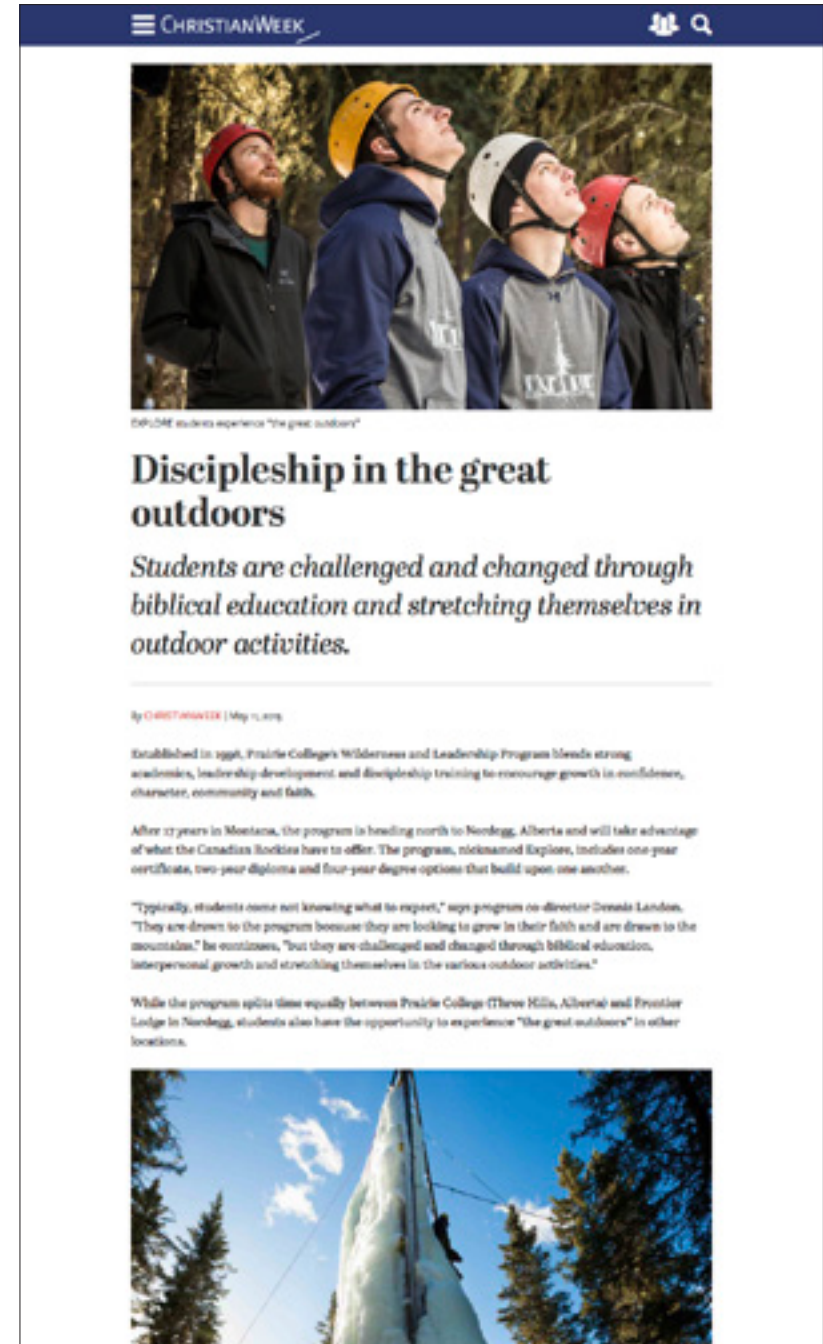
A partnership with *ChristianWeek* effectively positions your ministry and attracts the attention of our diverse readership. It is especially beneficial when this sort of highly visible editorial content runs alongside web advertising. A solid two-hit campaign with regular frequency and continuity of messaging keeps your organization at the top of our readers' minds.

It builds trust and encourages action that will strengthen and build your organization's support base and attract stakeholders.

Guaranteed press coverage in a targeted, timely, award-winning publication reaching a broad Christian audience both in print and online—partnership at its best.

Contact us for more information.

**Pricing may vary if using ChristianWeek writers. ChristianWeek retains the right to exercise editorial direction on content and style.*



The screenshot shows a webpage from ChristianWeek. At the top, there is a navigation bar with the ChristianWeek logo and a search icon. Below the navigation bar is a large photograph of four young men wearing safety helmets and jackets, looking upwards in a forest. Below the photo is a caption: "DPLME students experience 'the great outdoors'". The main headline of the article is "Discipleship in the great outdoors" in a large, bold font. Below the headline is a sub-headline: "Students are challenged and changed through biblical education and stretching themselves in outdoor activities." The article is dated "By CHRISTIANWEEK | May 11, 2016". The text of the article begins with "Established in 1998, Prairie College's Wilderness and Leadership Program blends strong academics, leadership development, and discipleship training to encourage growth in confidence, character, community and faith." It then describes the program's location in Northern Alberta and its offerings, including one-year certificates, two-year diplomas, and four-year degree options. A quote from program co-director Dennis Landon follows: "Typically, students come not knowing what to expect," says program co-director Dennis Landon. "They are drawn to the program because they are looking to grow in their faith and are drawn to the mountains," he continues, "but they are challenged and changed through biblical education, interpersonal growth and stretching themselves in the various outdoor activities." The article concludes with a note that while the program splits time equally between Prairie College (Three Hills, Alberta) and Frontier Lodge in Nordegg, students also have the opportunity to experience "the great outdoors" in other locations. At the bottom of the screenshot, there is another photograph showing a person climbing a rope on a tall, white structure in a forest.

Technical requirements

Design considerations

- Please set the colour mode to RGB.
- Acceptable file formats are JPG, PNG, GIF.
- When you submit your artwork, include in the body of the email the link that you want your ad to lead to.

Custom advertisement builds

ChristianWeek can produce advertising material for you. Estimates available on request. Any original artwork, fonts, or logos, as well as ad copy, must be provided digitally. Do not embed images or logos within word documents.

Policies

ChristianWeek reserves the right to decline advertising it considers to be in conflict with the ethos and mandate of the organization. Advertising orders cancelled after the ad is posted will incur full charges.

Note:

If you have any questions regarding production requirements, please contact our design department (see our “Contact us” page). Our design department will be happy to help you build your files correctly.

Contact us

GENERAL INQUIRIES

ChristianWeek

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