

2016-17



CHRISTIAN STANDARD MEDIA

MEDIA KIT

ChristianStandard

the **Lookout**



 **Christian
Standard**
MEDIA™

513.728.6852 | 8805 Governor's Hill Drive, Suite 400, Cincinnati, OH 45249 | ChristianStandard.com | LookoutMag.com

ChristianStandard

Resourcing Christian Leaders for 150 Years...And Tomorrow

Add your message to *Christian Standard's* unique mix of information, analysis, and practical insights for leaders and involved members of Christian churches and churches of Christ.

Catch the attention of readers who are saying, "*Christian Standard* is the best it's ever been. Thank you for taking risks and moving forward in these challenging times."

Every month...insights, challenge, and practical tips from features like these:

- Best Practice
- Ministry Today
- Seen and Heard
- Culture Watch
- A Different Tune
- From My Bookshelf
- 4C's
- The Best Sermon

Plus, themed articles **address challenges every Christian is facing and every congregation must consider.**

WHY Christian Standard?

- **Connects** church members with the worldwide fellowship of Christian Churches.
- **Encourages** simple Christianity in a world that's tired of divisions and disunity.
- **Equips** leaders to face the issues and devise the strategies that will lift up Jesus in our secular culture.

the Lookout®

The Growing Christian's Weekly Resource

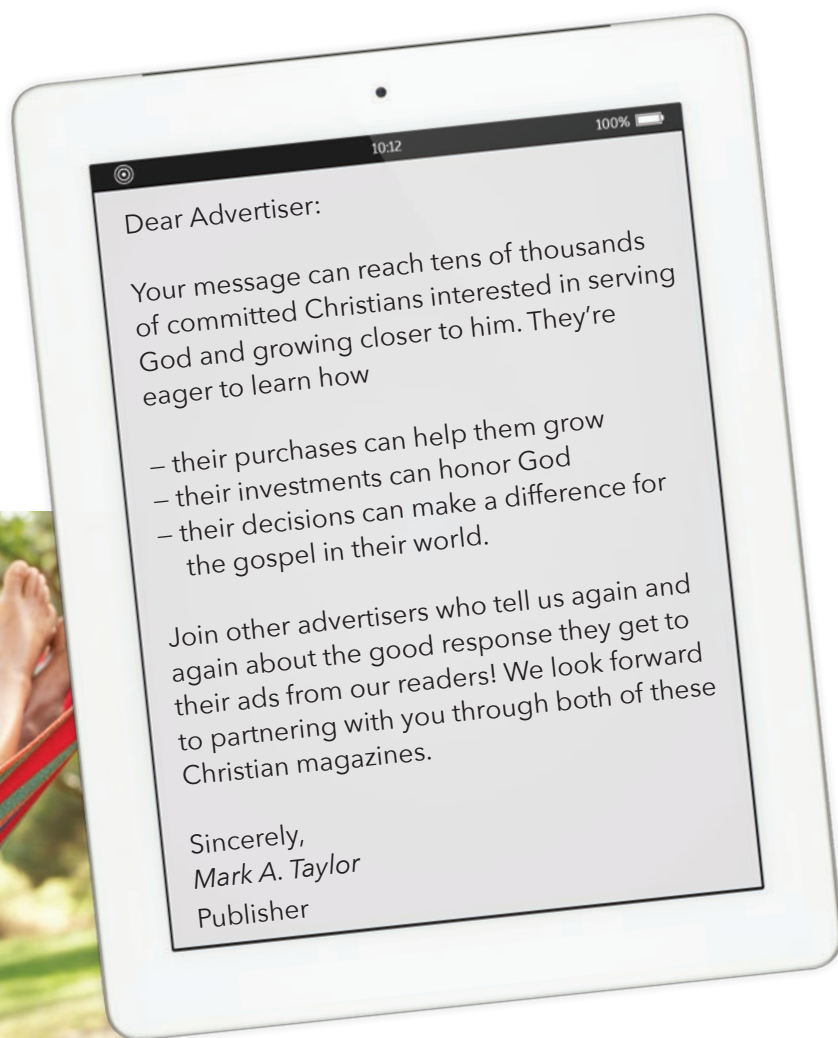
Add your message to *The Lookout's* unique mix of inspiration, encouragement, Sunday school lessons, commentary, and news for one's own daily walk with Christ.

Catch the attention of readers who are saying, "Thanks to *The Lookout* for creating a resource that's relevant, personal, and encouraging when I need it most—every day!"

Every week, *The Lookout* equips believers to:

- **Grow** in their spiritual lives
- **Influence** their communities
- **Deepen** their relationships
- **Reach** the world

With Feature articles • Bible study helps
• Thought-provoking columns • Current events.



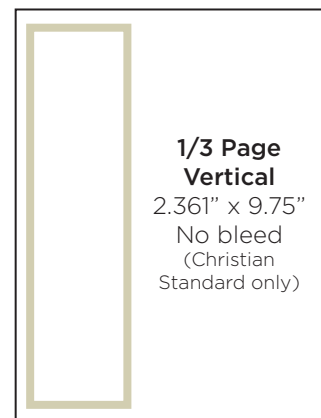
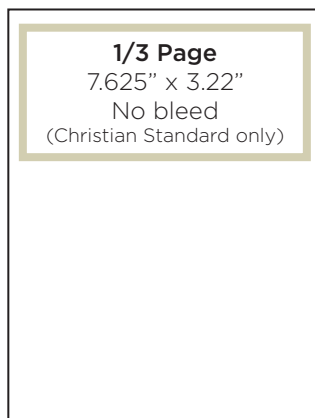
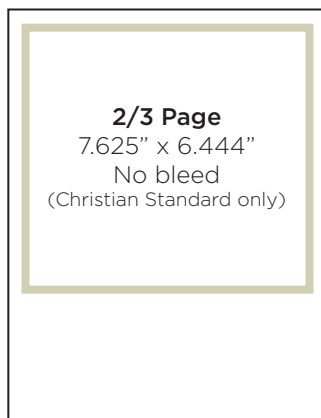
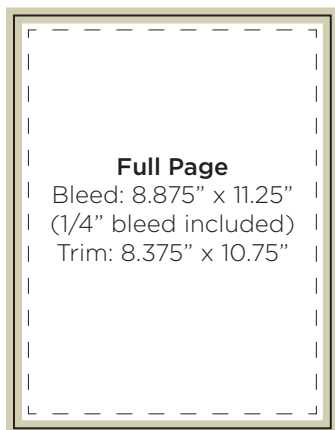
AD SPECIFICATIONS

PRINT

- High-resolution PDF
- CMYK with fonts embedded
- Include bleeds and crop marks, where applicable

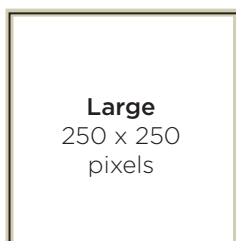
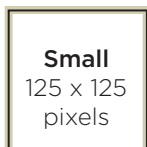


Christian Standard print ads are included in our Christian Standard app



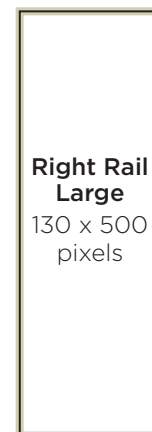
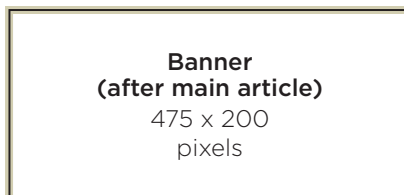
ONLINE

- jpg, gif, or png format
- no larger than 72dpi



E-NEWSLETTER

- jpg or png format
- no larger than 72dpi



RESERVE ADVERTISING SPACE / POLICIES

To reserve ad space, call 513.728.6852, or email ChristianStandard@christianstandardmedia.com or Lookout@christianstandardmedia.com. Dates are reserved on a first-come, first-served basis.

1. All ads are subject to publisher's approval. The publisher reserves the right to accept, classify, cancel, edit, or reject any advertising copy and to place the word "advertisement" on the ad.
2. Advertisers and their agencies assume full legal liability for all ad content.
3. Neither the advertiser nor any agency acting on its behalf is allowed to cancel or change any insertion order after the "Reserve By" date. See cancellation policy below.
4. Advertising is billed upon publication.

Cancellation Policy: Reservation cancellations cannot be honored after the "Reserve by" dates. If earlier ads were billed at a multiple discount rate that no longer applies because of the cancellation, the advertiser will be billed the difference between the discounted and the higher rate for the ads already run.

AD RATES

PRINT

Mix and Match insertions in both magazines to achieve multiple insertion rates.

CHRISTIAN STANDARD (monthly)

	1x	3x	6x	12x
Inside Front Cover 8.375" x 10.75" *	\$1,150	\$1,050	\$950	\$750
Back Cover 8.375" x 10.75" *	\$1,250	\$1,150	\$1,035	\$850
Inside Back Cover 8.375" x 10.75" *	\$1,150	\$1,050	\$950	\$750
Full Page 8.375" x 10.75" *	\$850	\$800	\$750	\$575
2/3 Page 7.625" x 6.444"	\$725	\$700	\$650	\$500
1/3 Page Horizontal 7.625" x 3.22"	\$450	\$425	\$400	\$300
1/3 Page Vertical 2.361" x 9.75"	\$450	\$425	\$400	\$300

*See Ad Specifications for bleeds and crop marks

THE LOOKOUT (weekly)

	1x	3x	6x	12x
Back Cover 8.375" x 10.75" *	\$1,050	\$1,000	\$950	\$700
Inside Front Cover 8.375" x 10.75" *	\$550	\$500	\$450	\$200

*See Ad Specifications for bleeds and crop marks

ONLINE

CHRISTIAN STANDARD

	1 month	3 months	6 months	12 months
Small 125 x 125 pixels	\$450	\$1,250	\$2,200	\$3,400
Large 250 x 250 pixels	\$900	\$2,600	\$4,900	\$9,800

THE LOOKOUT

	1 month	3 months	6 months	12 months
Small 125 x 125 pixels	\$250	\$700	\$1,200	\$2,000
Large 250 x 125 pixels	\$500	\$1,400	\$2,500	\$5,000

E-NEWSLETTER

CHRISTIAN STANDARD (weekly) | THE LOOKOUT (monthly)

	1 month	Additional month
Banner 475 x 200 pixels	\$500	\$400
Right Rail Small 130 x 130 pixels	\$250	\$200
Right Rail Large 130 x 500 pixels	\$350	\$300

EDITORIAL CALENDAR 2016

CHRISTIAN STANDARD

Issue Date	Theme	Reserve By	Materials Due
November	Seeking Justice: Christians Making a Difference Also Distributed at ICOM	8/5	9/2
December	Born of a Woman (Christmas)	9/2	10/7

THE LOOKOUT

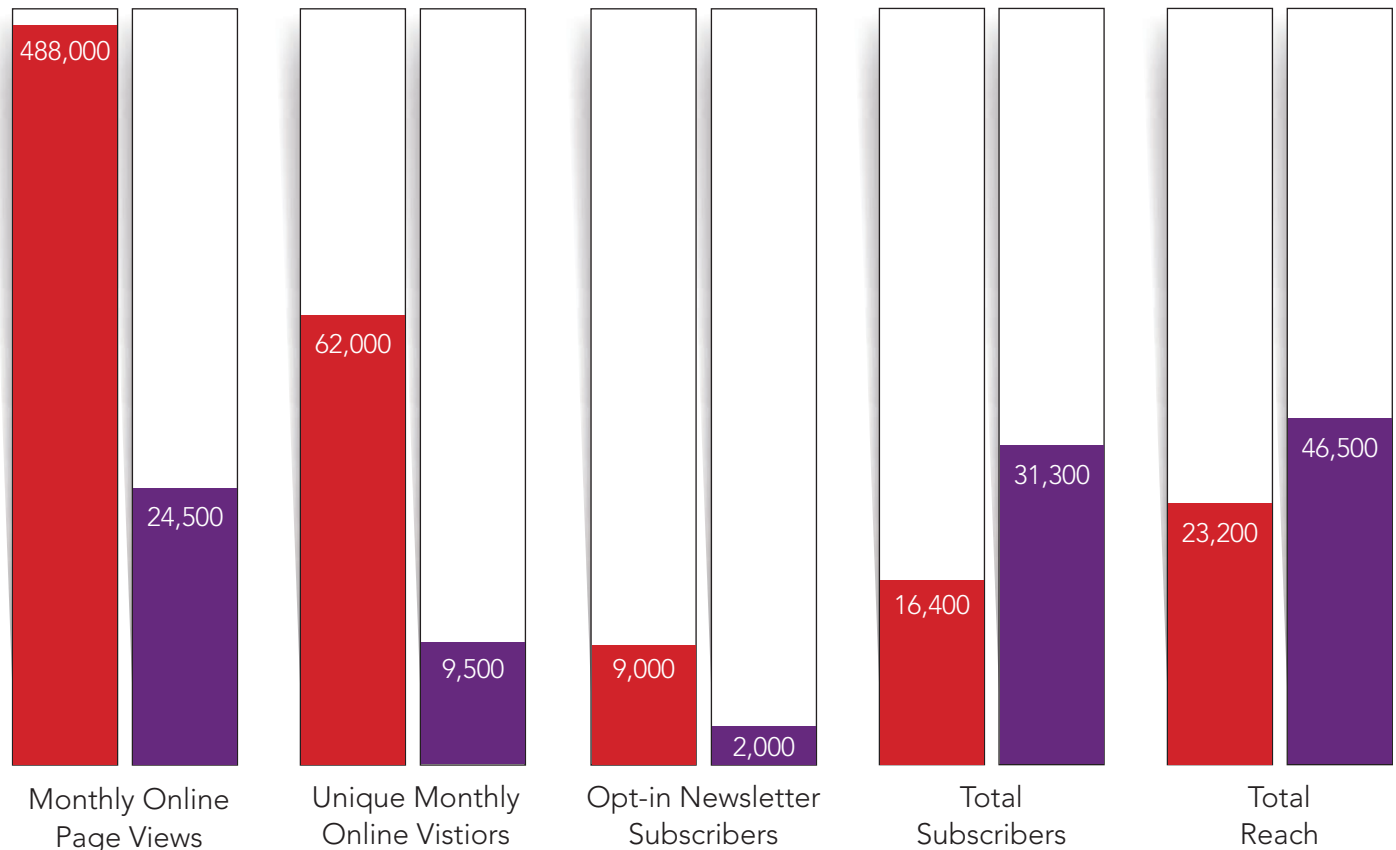
Issue Date	Theme	Reserve By	Materials Due
November 6	Election Tie-In (Our Civic Duties)	7/15	8/12
November 13	ICOM Distribution	7/22	8/19
November 20	Thanksgiving	7/29	8/26
November 27	Tithing	8/5	9/2
December 4	Sabbath Rest	8/12	9/9
December 11	Grief	8/19	9/16
December 18	Spreading Christmas (Spreading the Joy to Those Without)	8/26	9/23
December 25	Christmas	9/2	9/30

REACH YOUR AUDIENCE

Christian Standard



The Lookout



EDITORIAL CALENDAR 2017

CHRISTIAN STANDARD

Issue Date	Theme	Reserve By	Materials Due
January	What IS the Church? Also: ICOM Report	9/30	10/28
February	"Can I Be a Christian and Be Good?" Also: NACC Preview	11/4	12/2
March	Welcome the Alien	12/2	1/2
April	External Security	1/6	2/3
May	The Post-Nuclear Family Also: Church Statistics	2/3	3/3
June	Should we BUILD It? Will They Come?	3/3	4/3
July	Now More Than Ever Also Distributed at NACC	3/31	4/28
August	"I'll Always Remember . . ." Also: Christian College Statistics Campus Ministry Directory	5/5	6/2
September	Let's Talk Also: NACC Report	6/2	7/3
October	Church Planting Issue Also: Books/Reading Section	6/30	7/28
November	Rediscovering a Missionary Mind-Set Also Distributed at ICOM	8/4	9/5
December	Admitting and Adjusting our Advantage	9/5	10/2

THE LOOKOUT

Issue Date	Theme	Reserve By	Materials Due
January 1	New Years Day	9/2	9/30
January 8	Poverty/Justice Issues	9/16	10/14
January 15	Diversity/Race Issues	9/16	10/14
January 22	Identity	9/16	10/14
January 29	Calling/Purpose/Passion	9/16	10/14
February 5	Sports (Super Bowl Sunday)	10/14	11/11
February 12	See Your Community: Individual & Congregational	10/14	11/11
February 19	See Your Community: Relational Evangelism Service	10/14	11/11
February 26	See Your Community: Marginalized People	10/14	11/11
March 5	The Value of Joy/Playfulness	11/11	12/9
March 12	Generations Series: Young Adults	11/11	12/9
March 19	Generations Series: Senior Saints	11/11	12/9
March 26	Generations Series: Middle Age	11/11	12/9
April 2	Transitioning the Next Generation (Graduates)	12/9	1/6
April 9	The Culmination of Jesus' Mission (Palm Sunday/Good Friday)	12/9	1/6
April 16	Grace & Resurrection Sunday	12/9	1/6
April 23	Physical Health	12/9	1/6

EDITORIAL CALENDAR 2017

THE LOOKOUT (continued)

Issue Date	Theme	Reserve By	Materials Due
April 30	Mental Health: Depression/Anxiety	1/6	2/3
May 7	Mental Health: Addiction	1/6	2/3
May 14	Mother's Day	1/6	2/3
May 21	Listening	1/6	2/3
May 28	The Bible: Does it affect my daily life & decisions?	2/3	3/3
June 4	Trust	2/3	3/3
June 11	Creativity	2/3	3/3
June 18	Father's Day	2/3	3/3
June 25	NACC Distribution (June 27-30)	3/3	3/31
July 2	Freedom: Restoration Movement Roots	3/3	3/31
July 9	Your Personal Impact	3/3	3/31
July 16	Valuing Vacation	3/3	3/31
July 23	Jesus' Words Series (4 quotes from 4 encounters)	3/31	4/28
July 30	Jesus' Words Series (4 quotes from 4 encounters)	3/31	4/28
August 6	Jesus' Words Series (4 quotes from 4 encounters)	3/31	4/28
August 13	Jesus' Words Series (4 quotes from 4 encounters)	3/31	4/28
August 20	Women's Topics	4/28	5/26
August 27	Men's Topics	4/28	5/26
September 3	Back to School (Labor Day)	4/28	5/26
September 10	Adoption/Fostering	4/28	5/26
September 17	Hope	5/26	6/23
September 24	Holiness	5/26	6/23
October 1	Holy Spirit	5/26	6/23
October 8	Encouragement Series: at Church	5/26	6/23
October 15	Encouragement Series: at Work	6/23	7/21
October 22	Encouragement Series: Mentoring	6/23	7/21
October 29	Death	6/23	7/21
November 5	Shame	6/23	7/21
November 12	ICOM Distribution (Nov 16-19)	7/21	8/18
November 19	Gratefulness	7/21	8/18
November 26	Money: Generosity	7/21	8/18
December 3	Money: Stewardship	7/21	8/18
December 10	Intentionality	8/18	9/15
December 17	Family Time	8/18	9/15
December 24	Christmas Themes	8/18	9/15
December 31	Friendship	8/18	9/15

TESTIMONIALS

*I rely on **Christian Standard** to keep our team envisioned, informed, challenged, and equipped. The writing is reliably intelligent, relevant, and probing.*

Ben Cachiaras, Senior Pastor
Mountain Christian Church
Joppa, Maryland

*The Christian churches and churches of Christ are making a difference for God on many fronts, and we're thanking him for **Christian Standard's** role in teaching, leading, and connecting these congregations.*

Rick Warren, Lead Pastor
Saddleback Church
Lake Forest, California

*Every issue of **Christian Standard** encourages my heart, feeds my soul, and reminds me of my roots.*

Dave Stone, Senior Pastor
Southeast Christian Church
Louisville, Kentucky

***The Lookout** gives me a fresh perspective on matters of faith and spiritual growth, as well as a variety of voices to learn and grow from.*

Anne Wilson, Content Director
Traders Point Christian Church
Indianapolis, Indiana

*Spiritual growth means time invested. To know more, lead better, and live bolder, you have to take the time to read the scholars, leaders, and stories of our generation. **The Lookout** provides you with this opportunity all in one place.*

Tyler McKenzie, Minister
Northeast Christian Church
Louisville, Kentucky

*As a mom with young children, **The Lookout** serves as a weekly source of encouragement. With its relevant themes and biblical content, it's a great way to prepare my heart for the week ahead.*

Lindsey Bell, author,
mother, and minister's wife
Southwest Missouri



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