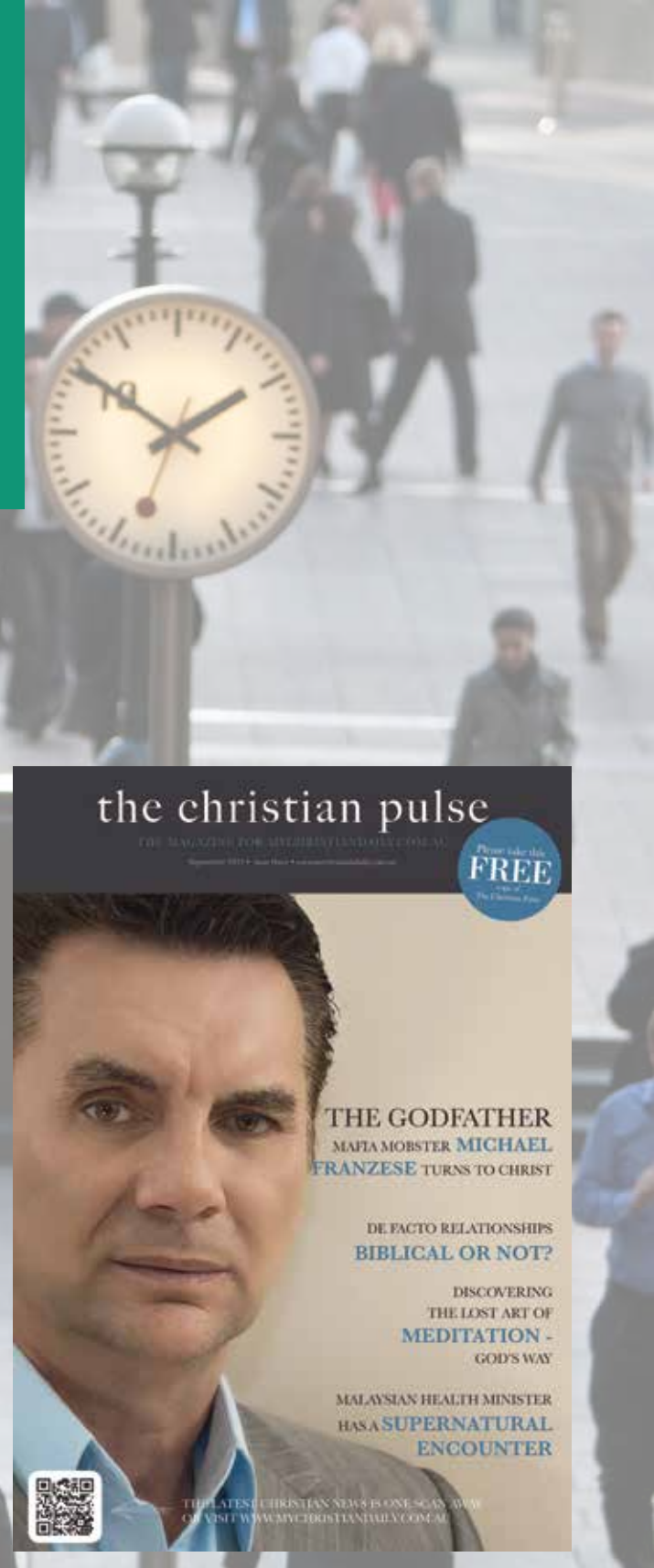


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MY CHRISTIAN DAILY. + the christian pulse

Your world from a Christian perspective

GLOBAL DIGITAL MEDIA KIT 2017



WE ARE CONNECTING  
WITH YOUR AUDIENCE  
EVERY DAY. ARE YOU?

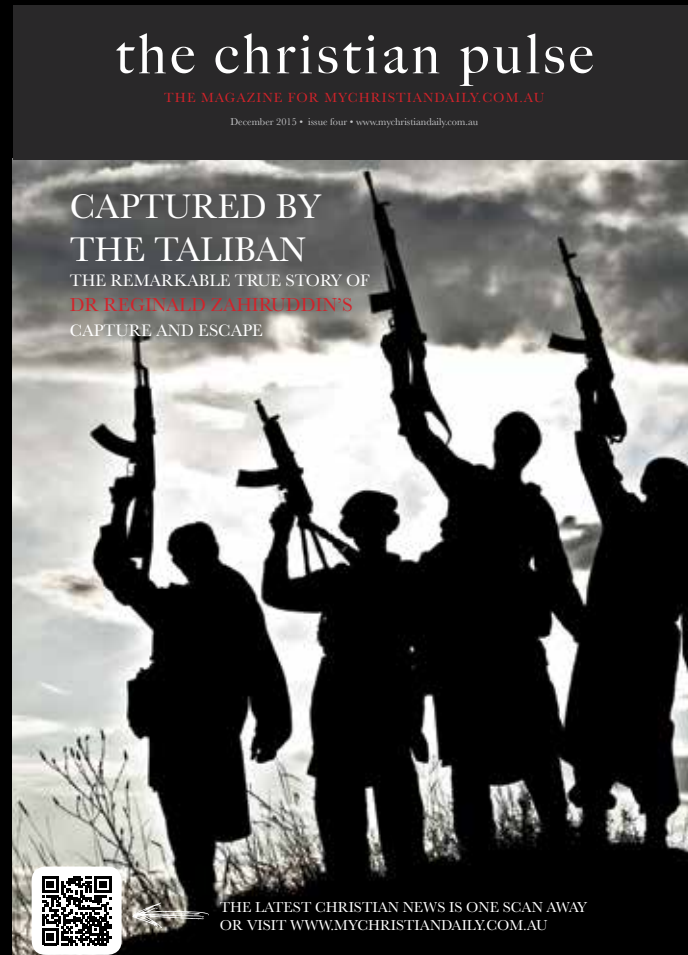
*My Christian Daily* and *The Christian Pulse* is the perfect combination of website and digital magazine. Together, we keep keep our readers up to speed with the issues effecting the world today.

Daily we connect with your market - and so can you. This includes pastors, church leaders, and Christians interested in the news of the day.

*My Christian Daily* is the daily destination for Christians globally. *The Christian Pulse* is also permanently displayed on the home page of: [mychristiandaily.com](http://mychristiandaily.com) and [mychristianissue.com](http://mychristianissue.com).

Plus there is a permanent link on the *My Christian Daily's* daily e-newsletter (5 days per week, 20 newsletters per month).

AND we eBlast each new digital issue to our global e-newsletter database!



# MAGAZINE SCHEDULE 2017

## January/February

Booking deadline: 20 January  
Sponsored Content: 23 January  
Artwork deadline: 25 January  
Publication date: 30 January

## March/April

Booking deadline: 24 February  
Sponsored Content: 27 February  
Artwork deadline: 1 March  
Publication date: 6 March

## May/June

Booking deadline: 21 April  
Sponsored Content: 24 April  
Artwork deadline: 26 April  
Publication date: 1 May

## July/August

Booking deadline: 23 June  
Sponsored Content: 26 June  
Artwork deadline: 28 June  
Publication date: 3 July

## September/October

Booking deadline: 25 August  
Sponsored Content: 28 August  
Artwork deadline: 30 August  
Publication date: 4 September

## November/December

Booking deadline: 27 October  
Sponsored Content: 30 October  
Artwork deadline: 1 November  
Publication date: 6 November

HOME PAGE

B HOME  
300 x 250px

C HOME  
300 x 250px

MORE SITE

E HOME 728 x 90px

RUN OF SITE PAGE (ROS)

B ROS  
300 x 250px

C ROS  
300 x 250px

MORE SITE

# BUY BANNERS WITH MY CHRISTIAN DAILY - AND GET YOUR DIGITAL MAG ADVERTISING **ABSOLUTELY FREE!**

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POSITION	SIZE	PRICE per month
Home Page A	350 x 216px	\$450 (+ \$100 for video)
Home Page B	300 x 250px	\$350 (+ \$100 for video)
Run of site B	300 x 250px	\$450 (+ \$100 for video)
Home Page C	300 x 250px	\$250 (+ \$100 for video)
Run of site C	300 x 250px	\$400 (+ \$100 for video)
Daily Newsletter (20 per month)	300 x 250px	\$995

## DIGITAL MAG RATES

SIZE		PRICE
Half Page:	(180 x 120mm or 90 x 245mm) (7.08" x 4.72" or 3.54" x 9.64")	\$395*
Half Page Preferred:	Page 3 OR page 5	\$495*
Full Page:	(210 x 297mm) (8.27" x 11.96")	\$595*
Full Page Preferred:	Page 3 OR page 5	\$695*
Inside front cover:	(210 x 297mm) (8.27" x 11.96")	\$795*
Double page spread:	(420 x 297mm) (16.53" x 11.69")	\$995*

**\*Sponsored Content** can be included on  
 mychristiandaily.com for one week and the same  
 story published in *The Christian Pulse* digital  
 magazine (each issue available for two months)  
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*See Sponsored Content guidelines over page.*

## DISPLAY ARTWORK FOR DIGITAL MAGAZINES

Artwork must be supplied as a print ready high quality jpeg or pdf (300dpi) and include a URL link for digital viewers to visit.

Send all artwork to **art@initiatemedia.net** Clearly marked with your company name, issue the artwork is to be placed in and the size booked.

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## SPONSORED CONTENT

- Article title - max 10 words
- 600-700 words. Articles are required to be submitted to our editor to ensure it is reaser friendly (not straight advertorial). Ask for details of our writing services if required.
- High-resolution landscape image in 16:9 ratio (1000px wide minimum, caption and source details should be provided) OR we can provide royalty free stock images at a cost.
- Choice of your call to action (with details).
- Supply of video/s (please supply links to youtube or Vimeo - we do accept raw video files).

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## BANNER & NEWSLETTER SPECS

- File formats accepted: jpeg, gif or swf
- 40k max initial file size limit
- No looping restrictions: animation duration 30secs.
- Flash version 8 and above
- Streaming (polite) video permitted must have clear close/pause/play button.
- Auto play permitted but must have clear close button.
- Sound permitted must be user initiated with clear mute button.

Send all banner and newsletter art to **advertise@initiatemedia.net** Clearly marked with your company name, month your banner is booked for and the size booked.

## CONTACT US

### ADVERTISING AUSTRALIA & NEW ZEALAND

Ray Curle

Phone: 02 9007 5375 (AUS)

or 09 281 4896 (NZ)

Email: [advertise@initiatemedia.net](mailto:advertise@initiatemedia.net)

### ADVERTISING USA & CANADA

Matt Danswan

Phone: 213 814 0590

Email: [matt.danswan@initiatemedia.net](mailto:matt.danswan@initiatemedia.net)

### ART DEPARTMENT

#### Art Director:

Nicole Danswan

Email: [art@initiatemedia.net](mailto:art@initiatemedia.net)

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

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