

The Church Bookstore Newsletter

Published every second and fourth Wednesday

Advertising & Video Specifications

LEADERBOARD (728 X 90)

Ad Size: Leaderboard
Dimensions (in pixels): 728 w x 90 h
Acceptable Ad Formats:

- **GIF/JPEG, Animated GIF**
NOTE: NO FLASH FILES ACCEPTED
- **Animation: Yes**
- **Loops: 3**
- **Animation Limit: 30 seconds**
- **Maximum File Size: 39K**

Ad Size: Issue Sponsor Banner
Dimensions (in pixels): 460 w x 205h
Acceptable Ad Formats:

- **GIF/JPEG, Animated GIF**
NOTE: NO FLASH FILES ACCEPTED
- **Animation: Yes, Loops: 3**
- **Animation Limit: 30 seconds**
- **Maximum File Size: 39k**

ISSUE SPONSOR BANNER (460 X 205)

VIDEO (640 X 480) 4:3

Video format
Dimensions (in pixels):
640 w x 480 h / 4:3 ratio
Acceptable Ad Formats: **.flv (Flash Video) preferable, if not, we can convert it.**

Ad Size: Rectangle
Dimensions (in pixels): 180 w x 150 h
Acceptable Ad Formats:

- **GIF/JPEG, Animated GIF**
NOTE: NO FLASH FILES ACCEPTED
- **Animation: Yes**
- **Loops: 3**
- **Animation Limit: 30 seconds**
- **Maximum File Size: 39K**
- **URL format needs to be clickable**
(ex: <http://www>.)

RECTANGLE (180 X 150)

READY TO
SERVE YOU



Dave Condiff
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The Church Bookstore Newsletter A Closer Look...

COMBO SPECIAL: Top Leaderboard & Rectangle #1 \$400

Special rate offered to advertisers who commit to both the Leaderboard and the Rectangle.

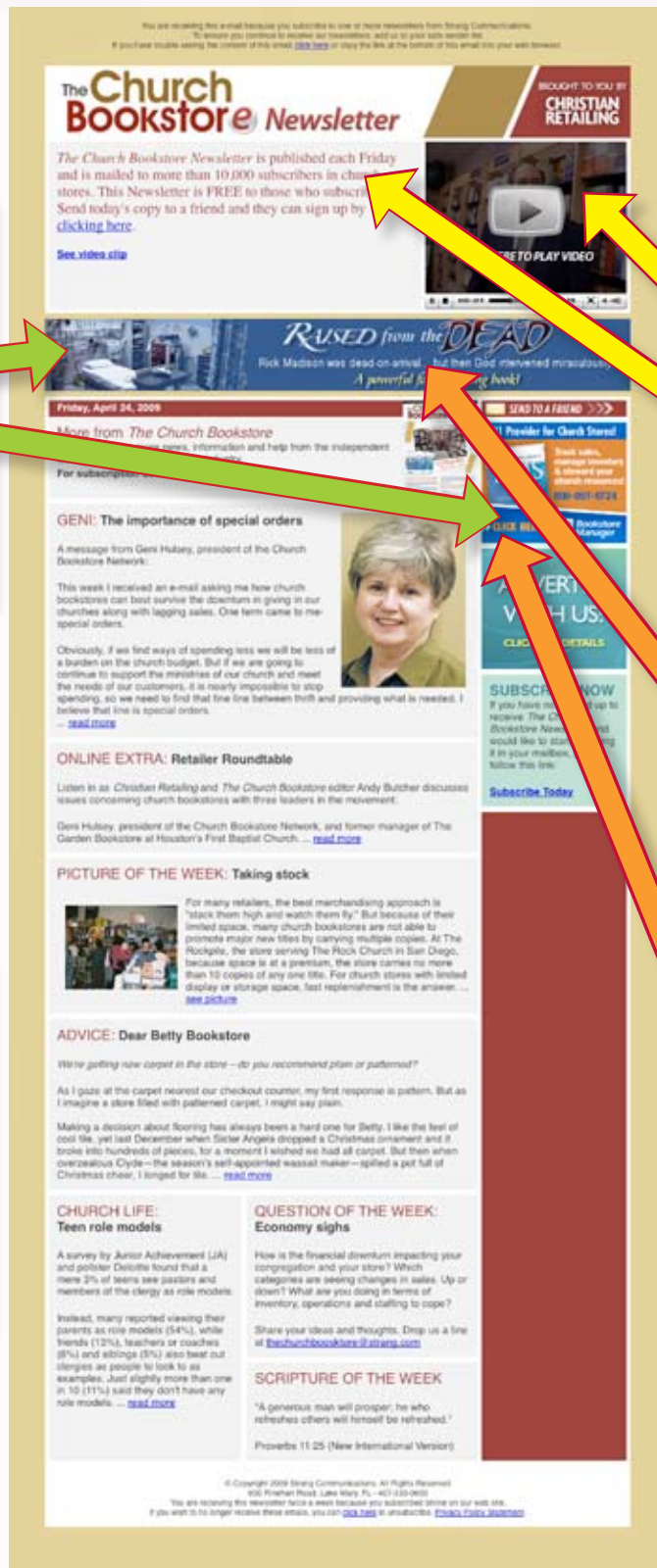
URL NEEDED!

For any banner advertisement, you need to supply us with the URL we should use when subscribers click your banner for more information!

Classifieds \$150 per week

Want to advertise a position in your company? Selling your store? Looking for a buyer? Sell goods and/or services to our industry? Then this spot is for you! Reach our 14,000 readers for only \$150.00 per week.

TEXT MAXIMUM IS 50 WORDS PER CLASSIFIED.



The Church Bookstore Newsletter Issue Sponsor Package \$600

We have created a package to help you share your message with our 5,000+ subscribers. This package includes:

1. Your video message of :30
2. A special banner to the left of your video message : Dimensions (in pixels) - 460 w x 203 h URL Needed
3. Your press release (at bottom of the Newsletter)
4. (OPTIONAL) A video message of 3 mins. or less.

Top Leaderboard \$250

Dimensions (in pixels): 728 w x 90 h
URL Needed

Rectangle \$250

Dimensions (in pixels): 180 w x 150 h
URL Needed

Please send ad materials to:
carolyn.allen@strang.com

To upload a video message
please use:

www.strangftp.com

user: StrangEdit

pass: Udrop4

Both of these are case sensitive.