Valor Media Concepts, Inc.®

www.rpnmag.com

www.cspmag.com

2012 ONLINE MEDIA GUIDE

Religious PRODUCT ENEWS™
Purchasing solutions for growing churches

CHRISTIAN SCHOOL PRODUCTS ENEWS™
Purchasing Solutions for Religious Education Facilities

rpnmag.com and **cspmag.com** are two of the fastest-growing Websites available for churches and Christian schools looking for products and services to effectively and efficiently operate their facilities. Each site offers a variety of advertising opportunities, including buttons, banners, Buyer's Guide logo listings, and image galleries. Additionally, the *Christian School Products* and *Religious Product News* monthly e-newsletters are another dynamic way to reach school and church leaders in a fast-changing environment.

WEBSITE
ADVERTISING OPPORTUNITIES

HOME PAGE

A BANNER
Price: **1200.00** per month
Dimensions:
468 px. by 60 px. H

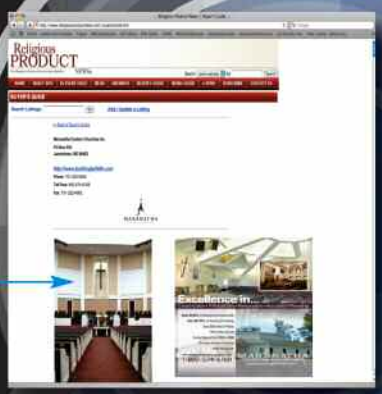
B BUTTON
Price: **600.00** per month
Dimensions:
144 px. W by 100 px. H

BUYER'S GUIDE

C BANNER
Price: **600.00** per month
Dimensions:
468 px. by 60 px. H

D BUTTON
Price: **300.00** per month
Dimensions:
144 px. W by 100 px. H

PRODUCT GALLERY



CATEGORY PAGE

E GOLD LOGO LISTINGS
(Static images only)
Price: **900.00** per year
Dimensions:
145 px. W by 74 px. H

F LOGO LISTINGS
(Static images only)
Price: **600.00** per year
Dimensions:
145 px. W by 74 px. H

G *PRODUCT GALLERY
(up to 10 images or captions)
Price: **750.00** / 3 months
Dimensions:
300 px. W by 300 px. H

* **The Product Gallery allows companies to have their own unique page on our website!** The gallery is designed for customers to have photos and text as a customer-specific separate page within their Buyer's Guide listing to further expand their marketing. The Gallery runs in three-month cycles with up to 10 images or captions. In addition, the gallery customers will share a scrolling button on the home-page of *www.rpnmag.com* or *www.cspmag.com*.

ENEWS
ADVERTISING OPPORTUNITIES

The monthly e-newsletters for ***Religious Product News*** and ***Christian School Products*** are an additional way to keep churches and schools up-to-date on the latest and greatest products in the market, as well as providing additional tips to guide leaders through the purchasing process for their facilities. The editorial features "best of" articles from the print magazines, as well as exclusive content.

Each newsletter is sent directly to unique readers, putting your company's information in front of a large and influential group of **10,000 church leaders (RPN)** and **6,000 private school administrators (CSP)** who are looking to purchase products for their respective facilities.

(Static images only)

ENEWS PRICING

A LEADERBOARD
Price: RPN: 2800.00 CSP: 2100.00
Dimensions: 600px. W x 80 px. H

B SPONSORSHIP BANNER
Price: RPN: 1800.00 CSP: 1370.00
Dimensions: 375 px. W x 55 px. H

C FEATURED PRODUCT
Price: RPN: 1400.00 CSP: 1050.00
150 words of text
Dimensions: 175 px. W x 175 px. H

D BLOCK BANNER
Price: RPN: 2000.00 CSP: 1500.00
Dimensions: 300 px. W x 300 px H

E HALF BLOCK BANNER
Price: RPN: 1200.00 CSP: 900.00
Dimensions: 300 px. W x 150 px. H

F STANDARD BANNER
Price: RPN: 1500.00 CSP: 1125.00
Dimensions: 300 px. W x 44 px. H

G QUICK LINKS /3 MONTHS
Price: RPN: 450.00 CSP: 340.00
Company Name , List of products & or services, (2 lines with 24 characters per line), Phone number or website

H HOT PRODUCTS 50 words of text
Price: RPN: 1000.00 CSP: 750.00
Dimensions: 110 px. W x 110 px H

EBLAST
ADVERTISING OPPORTUNITIES

Market your company-specific message exclusively to either of our 10,000 + churches or 6,000+ Christian schools.

CSP EBLAST

RPN EBLAST

EBLAST
Price:
RPN: 4600.00
CSP: 3450.00

Dimensions: 600 px. W and around 1200 px. H in HTML code.

COLLATERAL
MARKETING OPPORTUNITIES

REPRINTS & BROCHURES

Valor is the ideal resource for the professional production of your company's brochures, catalogs, or mailers. We offer competitive pricing, as well as graphic design, printing, and shipping of the materials to you or your customers.

We also offer design services for your company's logos and advertisements.

Additionally, we can offer reprint services of an article layout for you to use as company collateral.

Look to Valor for the resources and technology for the publication of your company's collateral and promotional materials. We can be your one-stop shop. Why deal with multiple vendors when you can deal with one?

VALOR MEDIA PUBLICATIONS

Religious Product News is a monthly print magazine that reaches 30,000 church leaders nationwide. In existence since 2003, it is the leading purchasing guide for product and service selection for growing churches. RPN targets churches with a congregation size of 500 or more members, in the fastest growing areas in the US, with a heavy focus on churches that have between 500 and 1,000 members. The magazine covers everything a church needs, inside and out, to effectively and efficiently grow their ministries, including in-depth feature articles, case studies, Q&A with industry leaders, and a yearly Buyer's Guide.

Christian School Products is a monthly print magazine that reaches 20,000 Christian school administrators nationwide. In its seventh year of publication, it is the leading purchasing guide for product and service selection for growing Christian schools. CSP's circulation focuses heavily on schools with enrollment of 100 or more students in the fastest-growing areas of the country. Editorial includes purchasing considerations, interviews with manufacturers, product trends and technology, and in-depth product reviews. Special issues each year include Going Green, Top Products, Back-to-School, and Buyer's Guide.

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