

# MEDIA KIT

# the text this week

**LECTIONARY, SCRIPTURE STUDY AND WORSHIP LINKS AND RESOURCES**

{ the text this week at [TEXTWEEK.COM](https://textweek.com) }

# ABOUT US

**“...Ideal for sermon preparation and liturgical study.”**

- Christian Century

The Text this Week was founded in 1997 and has become the premiere study resource for church leaders, featuring a wide variety of resources for study and liturgy based on the 3-year Revised Common Lectionary cycle.

Textweek.com intentionally includes a diverse variety of resources for scripture study, reflection and liturgy, and purposefully does not restrict the resources to any particular theological/ideological position, allowing it to reach a broad spectrum of church leaders.

At *The Text This Week*, church leaders can find a treasure of resources, all with conveniently-organized links for study, reflection and liturgy pertaining to each week's lectionary texts - both as individual pericopes and as a group of readings within their liturgical setting -- a virtual study desk of sorts, laid out for weekly exegetical work.

Each month, textweek.com reaches nearly 500,000 unique visitors with over 2,000,000 page views - making *The Text This Week* one of the country's most popular web portals for church leaders. *The Text This Week* is your gateway to reaching today's church leaders.

**“Your Gateway to Reaching Today's Church Leaders.”**

# AUDIENCE PROFILE

2 Million Page Views Monthly

500,000 Unique Visitors Monthly

## HIGHLY EDUCATED CHURCH LEADERS

79% of Audience Has a College Degree

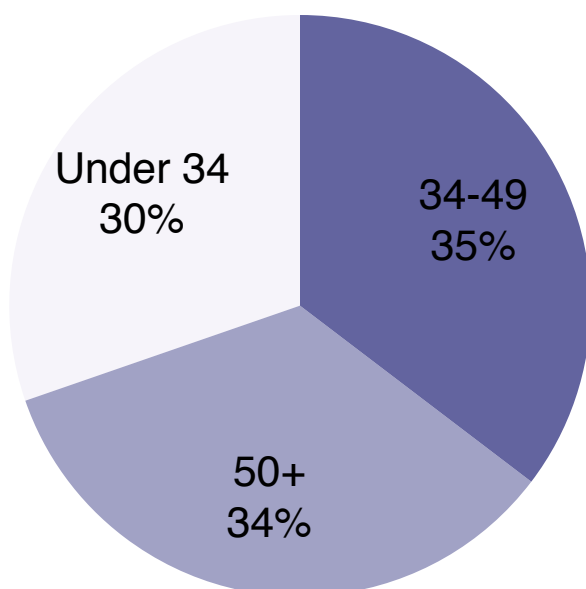
44% of Audience Has Graduate Degree

## DISPOSABLE INCOME

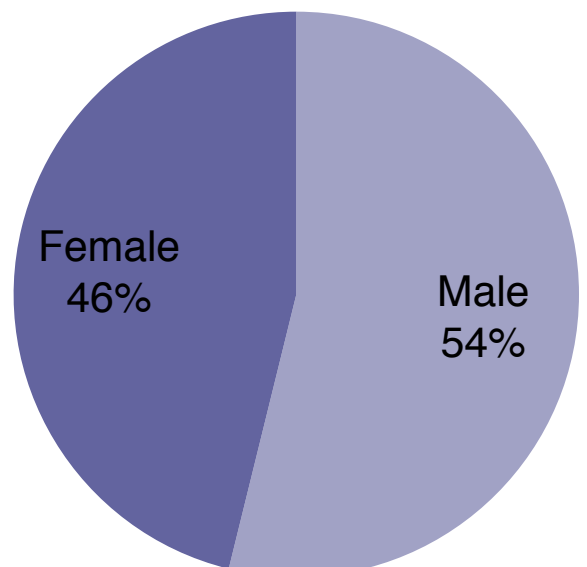
55% of Audience Make Over \$60,000 a Year

26% of Audience Make Over \$100,000 a Year

### AGE



### GENDER



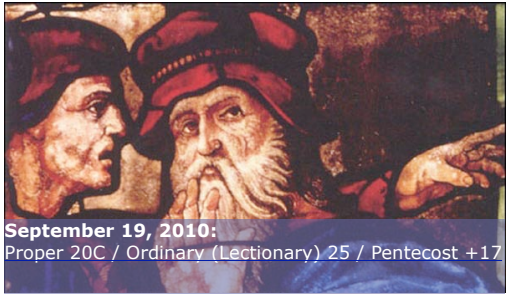
# AD SPACE

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Lectonary, Scripture Study and Worship Links and Resources

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September 19, 2010:  
Proper 20C / Ordinary (Lectonary) 25 / Pentecost +17

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YEAR A  
YEAR B  
YEAR C

Content Page

Sponsored Links

	Ad Rate	50,000 Impressions	100,000 Impressions	200,000 Impressions
Leaderboard (728x90)	\$18 CPM	\$900	\$1800	\$3600
Island (300X250)	\$15 CPM	\$750	\$1500	\$3000

CPM = Cost Per Thousand

Call for Special Rate Packages

# AD SPECIFICATION

## The Text This Week Advertising Mission Statement

The *Text This Week* sees advertising as an extension of our mission. Through advertising, we seek to make church leaders aware of resources to assist them in their life and ministry.

## The Text This Week Advertising Policy

The *Text This Week* accepts advertising that is: (a) deemed valuable and inoffensive to our readers, (b) not inconsistent with the publications' objectives and editorial convictions, and (c) not incompatible with *The Text This Week's* vision and mission..

1. *The Text This Week* may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes are made to the advertising copy or pictures/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
2. *The Text This Week* does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

## The Text This Week Advertising Guidelines

1. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised. By providing such advertisements to *The Text This Week*, the advertiser represents that they have done so.
2. Advertisements are accepted and published upon the representation that the agency and/or advertisers are authorized to publish the entire contents and subject matter thereof.
3. In consideration of *The Text This Week's* acceptance of such advertisements, the agency and/or advertiser will indemnify and hold *The Text This Week* harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

## The Text This Week Ad Copy Specification

Maximum file size: 40k File type: Send image as a JPG or GIF file. We only accept rotating GIF images on the home page, but not Flash. No audio. *You must send URL for your image to be hyperlinked.*

We accept 728 x 90 horizontal banners and 300 x 250 rectangle banners; 40k maximum file size.

# Contact Sales

## **Text Week Advertising Department**

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