



media kit // 2019

MY CHRISTIAN DAILY.

the world's most influential christian news site

My Christian Daily is one of the world's leading Christian news sites. In a world of constant change, not to mention fake news, My Christian Daily prides itself on not only keeping Christians globally abreast of the day's news, but also what is happening in the Christian community as well.

With a team of contributors based around the globe, we cover worldwide news – every day.

Target market: News readers and general interest.

60/40 male/female readership.

The perfect place for general exposure to the greater Christian marketplace.

our unique offering

My Christian Daily is unique from many other websites in that we do not charge for impressions or clicks. Our banners run monthly, so you OWN the banner space for a full 30/31 days. And you can update your artwork as many times in the month as you like.

You can either change your artwork during the month (changes are made same day), or we can pre-load several banners in the one banner space, weighting them as you choose.

Either way, any space you book on My Christian Daily, or any of our other editorial sites, is for a calendar month, at a fixed price...

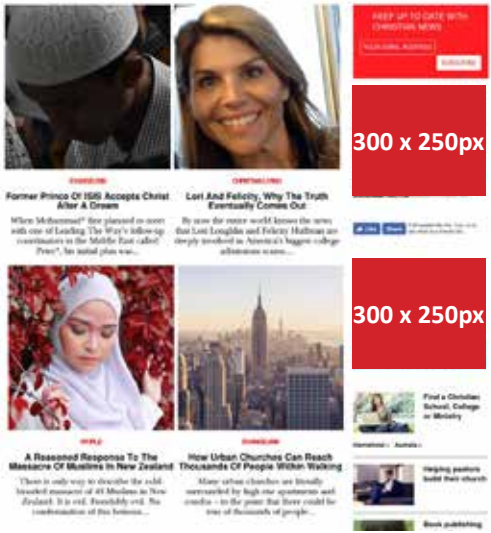
geo-targeting

Our banner system allows your organization to be viewed in the Country or City you choose. You can be global or local - simply let us know your needs and we can accommodate them for you.

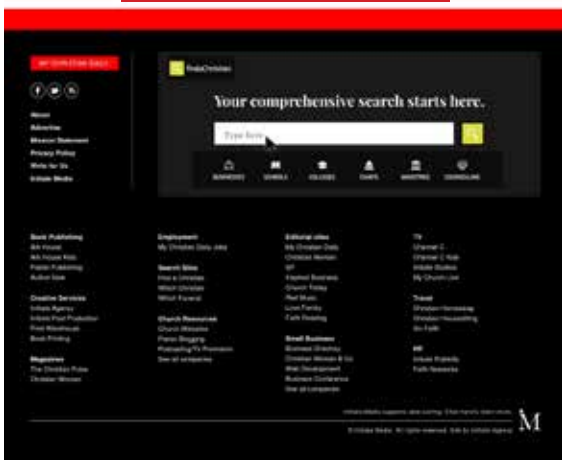
home page



1100 x 300px collapsible



720 x 90px



run of site page (ROS)



banner pricing

Prices are per calendar month. Discounts apply for banners running for more than 3 successive months. Package your banner with an newsletter and/or sponsored eblast for maximum exposure.

Home/Index Page

1100 x 300px Collapsible	\$1200
300 x 250px MRec	\$499
300 x 250px MRec	\$499
720 x 90px Footer	\$299

Run of Site (ROS)

720 x 90px Leaderboard	\$699
300 x 250px MRec	\$499
300 x 250px MRec	\$499

newsletter



newsletter pricing

Daily - 19,000 subscribers

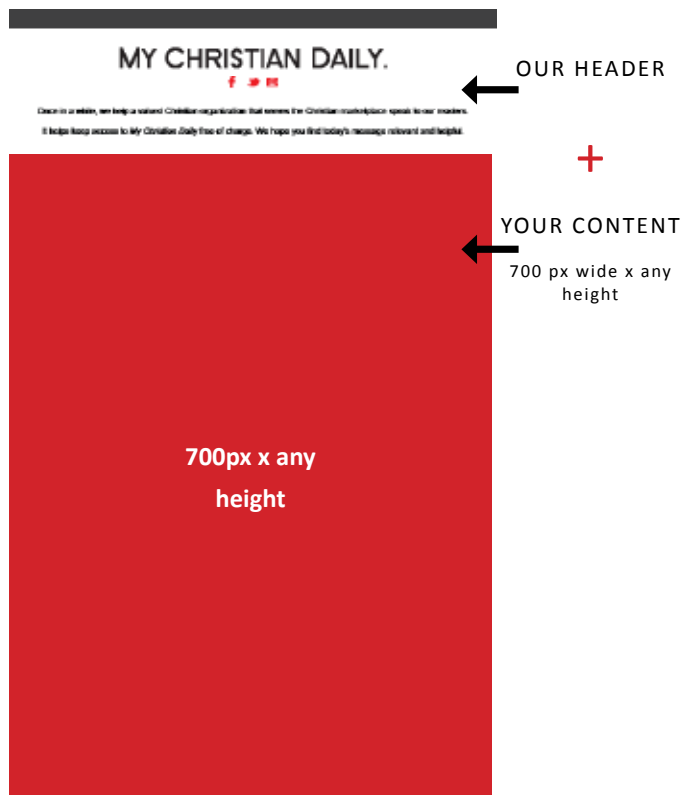
Weekly Wrap - 54,000 subscribers

300 x 250 (MRec)

\$950pm

This newsletter is sent daily, so your ad appears on 20 newsletters over the course of a month, plus on 4 x Weekly Wrap newsletters.

sponsored eblast



Sponsored eBlasts give you the opportunity to send out your message/offer - direct to our subscribers' email inboxes, including a direct link back to your chosen URL/s.

Our data is broken into the following regions:

- US and Canada
- UK and Europe
- Australia and New Zealand

All Sponsored eBlasts are sent out with the My Christian Daily header, so recipients know and trust the content contained inside, leading to a greater response rate.

Price: POA (Email advertise@initiatemedia.net)

banner 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 • Email your banner to art@initiatemedia.net

additional services

Sponsored content

An effective way of communicating with your audience in this digital day is through 'sponsored content'. You provide us with an article (500 words) and a feature image and we will add you to our news site. Please note a press release is not acceptable. *Ask us for pricing and more details (advertise@initiatemedia.net).*

Creative Services

We offer an abundance of support when it comes to marketing your organization effectively. Let us help you design, draft and compose your marketing material, to ensure you have maximum impact. *Contact us for more details and pricing (advertise@initiatemedia.net).*

contact & book

Advertising Sales

James Newman
advertise@initiatemedia.net

Art Department

Nicole Danswan
art@initiatemedia.net

www.mychristiandaily.com

