

PROVERBS *Life*
ARE YOU LIVING THE PROVERBS LIFE? MAGAZINE

www.proverbslifemagazine.com

PROVERBS LIFE MAGAZINE MEDIA KIT 2011

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**PROVERBS LIFE MAGAZINE
SPECIAL ADVERTISING RATES
2011**

ABOUT:

PROVERBS LIFE MAGAZINE© is a Christian magazine that focuses on the Christian life and faith such as: Christian entertainment, Christian lifestyle, relationships, business, family, health & wellness and much more.

PROVERBS LIFE MAGAZINE© was founded in 2007, and birthed in 2008, by Orlando, Florida native: Kaylania Chapman. Our main goal is to edify and build up the Kingdom of God through ministry and encourage others to step out on their God-given gifts.

While there are a wide range of topics throughout the magazine, readers are able to blog, create profiles, ask questions, post photos, and receive God's word on a daily basis. Our goal is to bring forth the word of Wisdom to the world while covering events and genres such as:

- Christian Music and Film
- World News
- Ministry
- Life Changing Stories
- Community Impact
- Business and Entrepreneurship
- Relationships
- Faith
- And much more

PARABLES MEDIA, LLC:

Parables Media is the parent company of Proverbs Life Magazine. We produce print, video, and online publications targeted for the Christian community.

Ad Size	Width x height
Front Cover \$300	8 3/4 x 11 1/8", live area 7 3/4" x 10 1/4"
Full page (bleed) \$100	8 3/4 x 11 1/8", live area 7 3/4" x 10 1/4"
Full page (no bleed) \$90	8 x 10 3/8 "
2/3 page \$80	5 x 9 5/8"
Half page vertical \$75	3 1/2 x 9 5/8"
Half page horiz. \$65	7 1/2 x 4 3/4"
Third page \$50	2 3/8 x 9 5/8"
Quarter page \$45	5 x 4 3/4"
Sixth page \$40	2 3/8 x 4 3/4"
Eighth page \$35	1 3/4 x 4 3/4"
Sixteenth page \$30	1 3/4 x 2 1/4"

Why advertise with us?

Our ads target consumers, readers, radio programmers, Christian radio stations, music and film promoters, producers, publications, sponsors, websites, churches, ministries, non-profits, businesses, and more. Our publication is online and in print.

Proverbs Life Magazine's web presence is vastly growing! Users and visitors who view your ad will be seen to viewers around the world in countries such as:

United States of America
France
United Kingdom
Philippines
Africa
South America
Russia
and many other countries

Having an online presence is essential in today's world of growing technology. Your business, product, or service will become open to the World Wide Web for extreme exposure.

Proverbs Life Magazine currently advertises all but not limited to the following:

Gospel Music Events
Ministry Events
Local and National Businesses
Christian Film and Film Events
Special Holidays
Workshops
Seminars
Conferences
Books
Authors and Writers
Anniversaries
Video

Proverbs Life Magazine Reader /Visitor Information

Traffic: (as of July 2011) According to AwStats Data: Proverbs Life Magazine receives over 30,000+ page views (and growing phenomenally) per month. We receive approximate 100,000+ hits per month. Proverbs Life Magazine is growing very quickly! We expect to grow nationwide by the year 2012.

Reader Statistics:

Male: 57%

Female: 43%

Ethnicity:

African American: 40%

Caucasian: 30%

Hispanic/Latino: 22%

Other: 8%

Newsletter base:

Proverbs Life Magazine offers free newsletters to all visitors and readers. Each newsletter will be sent out on a weekly basis, which aids and promotes advertisers.

Process & Procedures:

Call us at (407) 770-3012 to let us know about your intent to buy. We will email you a Pay Pal request for payment. You may also send payments immediately by logging on to Pay Pal and hitting "Send Payment" to Pay Pal email advertise@proverbslifemagazine.com. You will receive an invoice from PayPal on your payment

You may also mail your payment. (Check and or money order). We do NOT begin any projects until payments have been received. After any checks have been cleared, your project will begin immediately.

ONCE YOUR ADVERTISEMENT HAS BEEN PROCESSED:

- 1.) Email your content to: proverbslifemagazine@gmail.com
- 2.) Include in the subject line: Proverbs Life Magazine Advertisement Payment - (Your name & Telephone number)
- 3.) Include the dates you want your Ads/E-Blasts to begin running.

Terms and Conditions:

Eblast Services and Online Advertising Services.

Please allow up to 2-5 Days to send your E-Blast promo if you have designed it.

Please allow up to 7 to 10 Days to send your E-Blast promo if we design it

We reserve the right to reject designs of poor graphic quality and or content.

Proof read your artwork. We do our best to catch everything. But we are not responsible for spelling mistakes once graphic has been approved.

Spam: We cannot prevent email services from occasionally flagging your email as Spam. We check our spam boxes regularly.

The appearance of your E-Blast will vary in different email applications. How your blast shows up on Hotmail may look different on Gmail. Your browser (i.e. Internet Explorer, Google Chrome, etc) may have graphic differences as well.

You are only allowed to promote one event and/or company in an E-Blast promotion.

It is not permissible promote E-Blast services in an advertising campaign. Once clients click your ad to go on to your website you may promote your E-Blast services on your

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website. Delivery Time and Dates and run dates cannot be given until the artwork design has been completed.

Design changes will result in additional fees.

Refunds: THERE ARE NO REFUNDS.

File Formats & Special Instructions:

Video formats must be in either .MOV, .FLV, H.264, .AVI, Mpeg 5 formats.

Audio files must be in Mp3 or .Wav Format

Audio in E-Mail may not play in all email providers.

Flash Banner Formats must be in .FLV format

No Audio can play at the start of banner. Click to play Audio OK

E-Blasts and graphic banners must be in PNG, JPEG, or Gif formats

Pre-Designed E-Blast HTML Okay if you're hosting the images.

If we design HTML design we will host images.

SPONSORSHIP PACKAGES:

Ambassador Package - \$250.00 per month

- *Full Magazine* (cover logo placement, folio tag lines, two full page ads including one inside cover or opposite inside cover)
- Cover (cover logo placement, one full page non premium ad)
- Weekly e-Blasts (We send out e-blasts on a weekly basis to our list of thousands of readers...YOU provide the graphics. There is a *\$50.00 fee for ad graphic ad creation)
- Your logo, name, and business name on our website and magazine
- FREE issue for Proverbs Life Magazine for 1 full year.
- Your name, company name, etc placed on all promotional items and events
- Free Proverbs Life Magazine T-Shirt (please allow 2-4 weeks for delivery)
- FREE video ad spot on our website. (This includes streaming channels through YouTube, UStream, etc.)
- Radio Ads: We will mention your company name when we are featured on live radio airtime
- Online ads: Choose any size banner ad of your choice to advertise on our site.
- Social Network Marketing: Bi-weekly announcements on social networking sites such as: Facebook, Twitter, Myspace, etc.

Platinum Package - \$175 per month

- Weekly e-Blasts (We send out e-blasts on a weekly basis to our list of thousands of readers...YOU provide the graphics. There is a *\$50.00 fee for ad graphic ad creation)
- Your logo, name, and business name on our website and magazine
- FREE issue for Proverbs Life Magazine for 1 full year.
- Your name, company name, etc placed on all promotional items and events
- FREE ½ page ad
- Free Proverbs Life Magazine T-Shirt (please allow 2-4 weeks for delivery)
- Choose between 4 banner ad sizes
- Social Network Marketing: Bi-weekly announcements on social networking sites such as: Facebook, Twitter, Myspace, etc.

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Gold Package- \$100 per month

- Bi-Weekly e-Blasts (We send out e-blasts on a weekly basis to our list of thousands of readers...YOU provide the graphics. There is a *\$50.00 fee for ad graphic ad creation)
- Your logo, name, and business name on our website and magazine
- FREE issue for Proverbs Life Magazine for 6 months.
- FREE 1/4 page ad
- Free Proverbs Life Magazine T-Shirt (please allow 2-4 weeks for delivery)
- Choose between 2 banner ad sizes on our website
- Social Network Marketing: Monthly announcements on social networking sites such as: Facebook, Twitter, Myspace, etc.

Silver Package - \$50 per month

- Bi-Weekly e-Blasts (We send out e-blasts on a weekly basis to our list of thousands of readers...YOU provide the graphics. There is a *\$50.00 fee for ad graphic ad creation)
- Your logo, name, and business name on our website and magazine
- Your name, company name, etc placed on all promotional items and events
- FREE business card size ad
- Choose between 4 banner ad sizes
- Social Network Marketing: Bi-weekly announcements on social networking sites such as: Facebook, Twitter, Myspace, etc.

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Copper - \$30 per month

- Bi-Weekly e-Blasts (We send out e-blasts on a weekly basis to our list of thousands of readers...YOU provide the graphics. There is a *\$50.00 fee for ad graphic ad creation)
- Your logo, name, and business name on our website and magazine

ONLINE ADVERTISING RATES

Advertisers may choose a banner of their choice.

***\$50.00 Banner Design Fee added for our graphic design for all banners.**

Package A: Monthly Campaign: \$25.00

Graphic Design Fee (extra if you would like for us to design your banner, logo, etc.)
\$50.00

Includes: A banner size of your choice

eBlast for 1 month. 1 eblast bi-weekly. (Total of 2 eblasts)

Social Networking blast (Facebook, MySpace, Twitter, etc.)

Package B Quartley Campaign: \$125 (save \$25!!) (for 3 months)

Graphic Design Fee (extra if you would like for us to design your banner, logo, etc.)
\$50.00

Includes: A banner size of your choice

eBlast for 3 months. 1 eblast bi-weekly. (A total of 6 eBlasts)

Social Networking blast (Facebook, MySpace, Twitter, etc.)

Package C Semi-Annual Online Campaign: \$275 (for 6 months) Save \$25

Graphic Design Fee (extra if you would like for us to design your banner, logo, etc.)
\$50.00

Includes: A banner size of your choice

eBlast for 6 month. 1 eblast bi-weekly. (A total of 12 eBlasts)

Proverbs Life Radio Free Advertisement

Proverbs Life Radio Free Guest Spot. Pick a Month of your choice

Social Networking blast (Facebook, MySpace, Twitter, etc.)

Package D Annual Online Campaign: \$450 (for 12 months) Save \$25

Graphic Design Fee (extra if you would like for us to design your banner, logo, etc.)
\$50.00

Includes: A banner size of your choice

eBlast for 12 months. 1 eblast bi-weekly. (A total of 24 eBlasts)

Proverbs Life Radio Free Advertisement

Proverbs Life Radio Free Guest Spot. Pick a Month of your choice

FREE contest or giveaway of your product or service

Free T-Shirt

Social Networking blast (Facebook, MySpace, Twitter, etc.)

728 x 90 - Leader board banner ad



728 x 90

468 x 60 Full horizontal banner



468 x 60

234 x 60 Half banner



234 x 60

125 x 125 Square button



125 x 125

120 x 240 Vertical banner



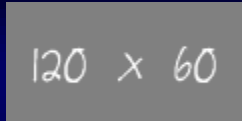
120 x 240

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120 x 90 Button



120 x 60 Button



88 x 31 Micro button



Rectangles and Pop-Ups

300 x 250 Medium Rectangle



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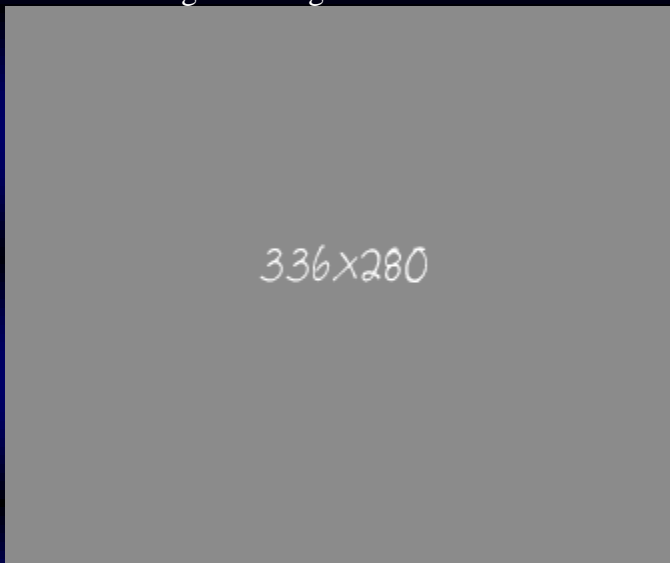
250 x 250 Square Banner or Pop-Up



240 x 400 Vertical Rectangle

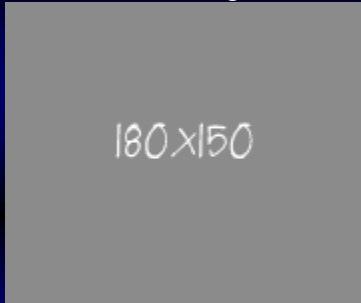


336 x 280 Large Rectangle



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180 x 150 Rectangle



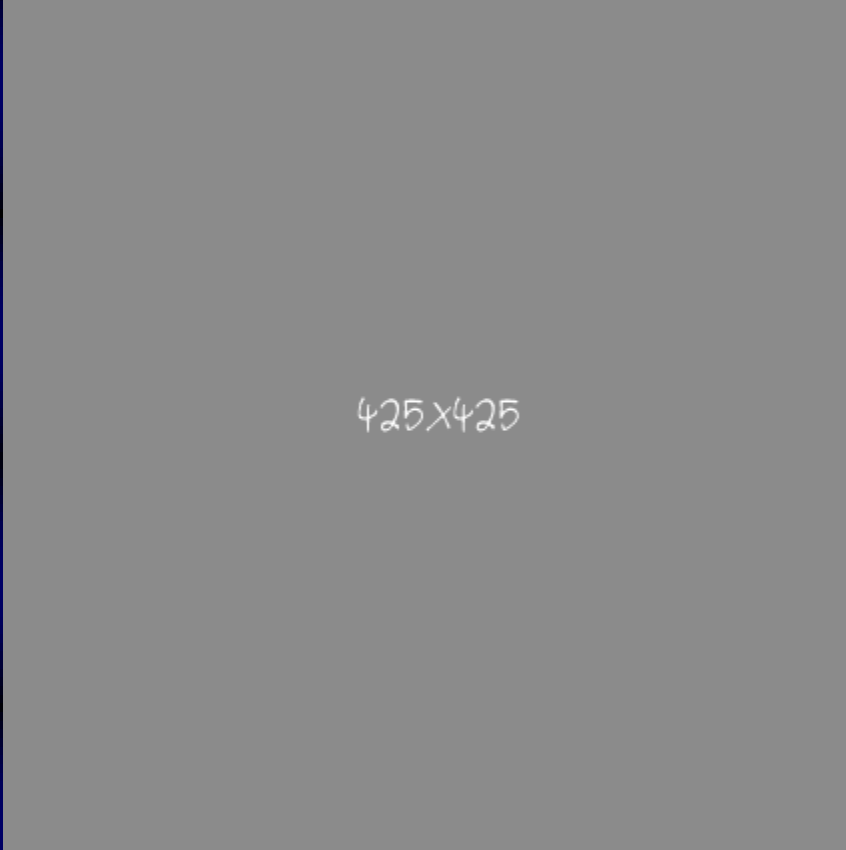
425x600 Extra Large Rectangle



425x500

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425x425 Extra Large Rectangle



425x425

Skyscrapers

160 x 600 Wide Skyscraper



160x600

120 x 600 Skyscraper



120x600

Thank you for your interest in advertising with Proverbs Life Magazine. We pray that our products and services will help suit your needs.

We look forward to working with you.

CONTACT:

Kaylania Chapman
CEO/Editor In Chief
kaylania@proverbslifemagazine.com
(407) 770.3012