

Community *Spirit*

TULSA'S LEADING FAITH-BASED PUBLICATION

2019 Media Kit

For additional specifications
please contact

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918.956.0700

distribution.

- ▶ Issues in churches, restaurants, schools, 15 Reasor's grocery stores, offices, many QT's and more.
- ▶ CSM currently distributes 15,000 copies across the Tulsa metro and surrounding communities such as Bixby, Broken Arrow, Catoosa, Claremore, Jenks, Owasso, and Sapulpa.
- ▶ CSM started sending just under 5,000 issues directly to homes in advertiser preferred areas of South Tulsa and Jenks. We will be expanding our direct to the home distribution as we add more advertisers in different areas.
- ▶ CSM just recently started accepting subscriptions from readers wanting the magazine directly to the home.

differentiators.

- ▶ Tulsa's leading faith-based publication in print for just under 19 years.
- ▶ As a strong content magazine, people actually READ our magazine giving ads longer and stronger impressions.
- ▶ CSM appeals to Christian readers with content based around the "C" church, the Christian Community, and Christian Students (both private schools and Christian students in public schools).
- ▶ CSM launched a new web presence in January to further impact our community.
- ▶ CSM has an extensive audience of Christians, as well as their friends and includes subscriber-based and general promotions to drive reader traffic on the website/digital issue.
- ▶ CSM publishes all digital issues on Issuu both on our web and on their site to offer our Christian content to the greater Christian and non-Christian communities.
- ▶ With subscriber based marketing campaigns and digital marketing to drive readers to the digital version, impact is increasing daily.
- ▶ Contests specifically geared towards students and teachers, as well as the student's parents drive readers to both the physical and electronic versions of the magazine, further expanding the reach.
- ▶ CSM also includes digital advertising on our website linking straight to your web page to help increase traffic and impact.
- ▶ CSM promotes and appreciates advertisers as partners in our effort to impact this community for Christ.

advertiser feedback.

- ▶ Non profits found new volunteers already in 2019, just 8 days into distribution.
- ▶ Advertisers have new patients walking into their offices with the magazine under their arms.
- ▶ Readers and distributors are stopping the distribution team thanking them for the changes and the new life in the issues.
- ▶ The student contest has seen immediate responses from schools/teachers wanting into the contest.
- ▶ Older readers have already been diving in talking about the new look and feel of the magazine, as well as the new advertisers we have compared to before!
- ▶ Pastors around town are volunteering to contribute to the magazine, seeing it as a great way to reach people for Christ.
- ▶ DHS and other non-profits are hopping into the boat to help promote their causes as we seek to help reduce the number of children needing foster/adoption care.

student/family marketing

School Articles for First Half 2019:

January—It Takes a Village

- ▶ Focus: Training in the basics of the Christian faith provided at private Christian schools. Will discuss advantages this solid background for all of life, as well as some shortages of these discipleship teachings within many churches today.
- ▶ Contest to discuss charitable efforts by students raising money in their schools. The winners in March issue with a \$250 prize to add to their charity and t-shirts for the student/team winning as well as the runner up. Entries are on the web and will be posted when the winners are announced.

February—Love Your Teacher

- ▶ Reasons teachers have a lasting impact on children, including why they are important. Will also include discussion about the teachers faith in God making an impact on students and the way they teach. Will interview a few teachers.
- ▶ Children will be invited to nominate their favorite teacher online for the 2018/19 school year with the announcement of the winner in the May 1st edition. Entries will be on the web and will be posted when the winners are announced. Winner will receive a weekend getaway to Grand Lake.

March—Spring into Action Issue

- ▶ Focus on the outreach children do (from our contest entries) and highlight the winner of the contest. Want to discuss their efforts to be Christ in the community. Set an example for others. Set the bar for the rest of us to BE Christ and not just talk about Him.
- ▶ Mom of the year contest begins. Winner will receive a gift card to a spa for a treatment valued between \$75-125. Entries on website to drive traffic to web.

April—Teacher of the Year

- ▶ Teacher contest winner will be announced. Will include the student write up as well as the top runners up in the magazine. Focus on good teachers with an interview with the teacher who won.
- ▶ Dad of the year contest announced. Entries will be taken on web. Winner will receive a \$100 gift card.

May—Plans. Plans. Plans.

Highlight 3-4 students with their plans and they can discuss how their schooling made a difference in their studies/accomplishments.

- ▶ Mom of the year announced.

June—Activity Opportunities

- ▶ Dad of the year announced. Winner/runner up are in the magazine with the other entries online.

revitalized content. new direction.

- ▶ **Man2Man:** Corner for men discussing being a man of God, a husband, a father, a leader in church/business and more.
- ▶ **heart2Heart:** Corner for women discussing being a woman of God, a wife, a mother, a leader in church/business and more.
- ▶ **CORE:** Section offering small group Bible study materials (with additional materials resources online).
- ▶ **Rise and Shine:** Practical life on being a Christian in the workplace.
- ▶ **Students:** Column written for students/parents.
- ▶ **Family Time:** Section focused on calendars, activities, vacations, missions trips, adoption/fostering and more.
- ▶ **Go. Do. Be.:** Magazine will focus on charities, missions opportunities, ideas for sharing your faith and more.
- ▶ **Senior Moments:** What's going on with seniors in town.
- ▶ **Financial Planning:** Everything from retirement to giving and life insurance. Tips for consumers of all ages with many specialty articles focused around the monthly themes.

SPONSOR YOUR FAVORITE SECTION

We will include a digital link to your webpage every time someone looks at the article. In addition, your company name/contact will appear with each article.

rate card 2019.

Size/ Frequency	Monthly	9-11x	6-8x	3-5x	1-2x
1/8 page	\$175	\$250	\$275	\$300	\$375
1/4 page	\$650	\$700	\$725	\$775	\$800
1/2 page	\$950	\$1000	\$1100	\$1150	\$1275
Full page	\$1500	\$1600	\$1700	\$1800	\$2000

Specific sections MAY have separate rates as applicable
--such as sponsorship pages for charities.

SPECIAL POSITIONS (If Available)

FULL PAGES ONLY

Inside front page: \$400 additional

Back cover: \$600 additional

Page opposite contents: \$400 additional

Inside right page: \$450 additional

Print Size Specifications

Full Bleed - 8.625" x 11.125"

Full Page - 7.375" x 9.875"

1/2 Page Horizontal - 7.375" x 4.75"

1/2 Page Vertical - 3.5" x 9.875"

1/4 Page - 3.5" x 4.75"

1/8 Page - 3.5" x 2.1875"

The finished print size of each page is 8.375" x 10.875".

Digital Size Specifications

Leaderboard Ad - 728 x 90 pixels

Column Ad - 300 x 250 pixels

Digital ads need to be 72 dpi and JPG format.

PRINT AD SPECIFICATIONS

Acrobat XI Compatibility.

All fonts must be embedded.

Please do not include printer's marks on your ad, including crop marks.

Please check "Use document bleed settings" when writing a PDF for ads with a full page bleed. Bleed is 1/8" for all sides.

Omega League Media will not be responsible for correcting press ready submissions. It is fully the client's responsibility to submit a usable file for publication.

All colors must be converted to CMYK or grayscale (no spot, LAB or RGB colors accepted).

All files need to be 300 dpi and formatted to PDF or JPG.

For additional specifications contact ads@omegaleague.com.