

CHRISTIANWEEK



Media Kit 2018

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# About ChristianWeek

## Our History

In 1987 *ChristianWeek* founder Harold Jantz launched a small newspaper with a big vision—nothing less than opening a window on Christian faith and life in Canada. Against the odds, it succeeded, and *ChristianWeek* has been publishing the stories of God and His people in Canada ever since.

## Our Mission Statement

*ChristianWeek* is uniquely positioned as Canada's only national interdenominational news and opinion source. Our goal is to provide relevant, balanced, hope-infusing perspectives on the complex and contradictory realities of life. We help Canadian Christians understand the realities facing Canadian culture, and the relevant ways in which they can get involved to make an impact in the Church and the culture around them. We are a ministry serving ministries, providing Christian organizations, institutions and initiatives a digital platform to share how God is working to bring concrete hope into the world.

## Our Promise

Great stories — *ChristianWeek* examines issues in the mainstream media from a vital and vibrant faith perspective, as well as profiling individuals, groups and organizations whose voices often go unheard as they endeavour to share Christ's love.

Clear convictions — *ChristianWeek* stories and perspectives demonstrate a commitment to the essentials of basic Christianity.

Vision for unity — *ChristianWeek* involves Christians from many different denominations and provides a place for people from different branches of the family to share their stories.

News you can trust — As an independent news source, *ChristianWeek* reports fairly and accurately on Christian institutions, issues and events.

Engaging topics — The things that shape people's lives are worthy of comment. This includes politics, theology, technology, money matters, and entertainment, to name a few.

## ChristianWeek's Target Audience

*ChristianWeek* targets a broad spectrum of readers, but generally attracts those who are college age and older. This includes the "every day reader" as well as leaders in church, para-church, education and government. They value their faith, church, community and making a difference in the world.

These readers depend on our publication to connect them with products and services offered by organizations and companies that have similar values. They support those who maintain the highest level of quality, integrity and dedication to faith-informed business practices.

## Our Audience/Demographics

Ages 18-24	15%
Ages 25-34	28%
Ages 35-44	16%
Ages 45-54	17%
Ages 55-64	14%
Ages 65+	10%

Gender - Male/Female 54% / 46%

Interests  
Arts & Entertainment  
Jobs & Education  
News  
Politics  
Travel  
Real Estate

Income  
78% home owners  
20% annual income above \$76,000  
14% CEO's or business owners  
43% take two or more vacations per year  
78% post-secondary education

*Statistics from Google Analytics / 2008 National Christian Newspaper survey*

**Our calling is to inform, encourage and inspire Christians in Canada and around the world.**

# Advertising options

## Why advertise online?

With an online presence of more than 10 years, *ChristianWeek* offers premium advertising with targeted traffic at an affordable rate.

*ChristianWeek's* fresh, clean web design features larger ad sizes. Your message is prominently displayed to catch viewers' attention.

*ChristianWeek* now offers more ad options so you can specifically target the audience you're after. Whether by location or device, we can help tailor an ad campaign that will reach your audience.

We offer a number of ad sizes based on the Interactive Advertising Bureau standards to suit your needs. Please see the rate card below for available ad sizes. Please note there are often opportunities to use the same ad size across various screen/device sizes and we'd be happy to work with you to put together a campaign with your budget.

## Website ad rates

Mobile Leaderboard (320 x 50)	\$180
Leaderboard (728 x 90)	\$280
Rectangle (180 x 150)	\$160
Medium Rectangle (300 x 250)	\$250
Wide Skyscraper (160 x 600)	\$200
Half Page (300 x 600)	\$320

Rates at 30 days per ad spot. Dimensional units measured in pixels.

## Website ad availability across devices

	Mobile Leaderboard (320 x 50)	Leaderboard (728 x 90)	Rectangle (180 x 150)	Medium Rectangle (300 x 250)	Half Page (300 x 600)	Wide Skyscraper (180 x 600)
Mobile	Available	Not Available	Not Available	Available	Not Available	Not Available
Tablet	Not Available	Available	Available	Not Available	Not Available	Available
Desktop	Not Available	Available	Available	Available	Available	Available

# Mobile Advertising options

## Mobile Advertising

ChristianWeek now offers advertising on mobile platforms with ad sizes appropriate for small to medium screen sizes.

Available options include:  
Mobile Leaderboard  
(320 x 50)

High Placement Medium Rectangle  
(300 x 250)

Lower Placement Medium Rectangle  
(300 x 250)

Mobile Leaderboard

Medium Rectangle

Medium Rectangle



## Tablet Advertising

We continue to offer advertising on tablet devices with ad sizes appropriate for medium to large screen sizes.

Available options include:  
Leaderboard  
(728 x 90)

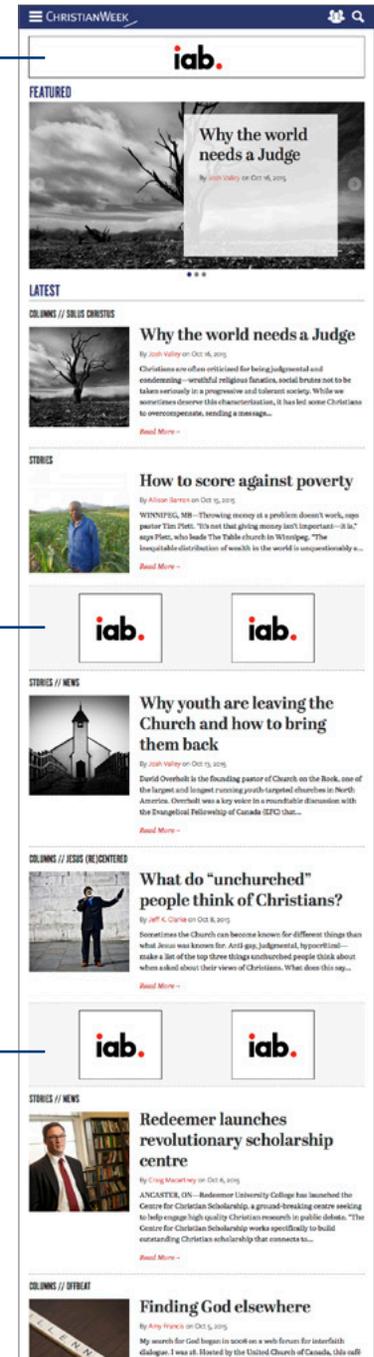
High Placement Rectangles  
(180 x 150)

Lower Placement Rectangles  
(180 x 150)

Leaderboard

Rectangle

Rectangle



# Desktop Advertising options

## Desktop Advertising

Available options include:

Leaderboard  
(728 x 90)

High Placement Rectangles  
(180 x 150)

Lower Placement Rectangles  
(180 x 150)

Sidebar Medium Rectangle  
(300 x 250)

Sidebar Half Page  
(300 x 600)

The image shows a desktop view of the ChristianWeek website with several advertising spots highlighted by blue lines and labels:

- Leaderboard (N1):** Located at the top left of the page, above the main content area.
- Medium Rectangle (N2):** Located in the top right sidebar area.
- Half Page (N3):** Located in the middle right sidebar area, below the Medium Rectangle.
- Rectangle (N4 & N5):** Two smaller rectangular spots located in the middle of the page, below the main content area.
- Rectangle (N6 & N7):** Two smaller rectangular spots located at the bottom of the page, below the main content area.

The website content includes articles such as "Why the world needs a Judge", "How to score against poverty", "Why youth are leaving the Church and how to bring them back", and "What do 'unchurched' people think of Christians?".

# Desktop Advertising options

## Desktop Article Page Advertising

ChristianWeek additionally offers ad spots specific to the article page. A wide Skyscraper ad is placed alongside editorial copy and can be even more powerful when associated with a sponsored feature. See our Sponsored Feature options on page 10 for more information.

Available options include:  
Leaderboard  
(728 x 90)

In-Article Wide Skyscraper  
(160 x 600)

Sidebar Medium Rectangle  
(300 x 250)

Sidebar Half Page  
(300 x 600)

The image shows a desktop article page from ChristianWeek with several ad placements. The article title is "Why the world needs a Judge" by Josh Vukobratovic. The ad placements are:

- Leaderboard:** A horizontal ad at the top left of the article content area.
- Medium Rectangle:** A vertical ad on the right side of the page, above the main text.
- Half Page:** A vertical ad on the right side of the page, below the Medium Rectangle.
- Wide Skyscraper:** A vertical ad on the right side of the page, below the Half Page.

The article text includes the following sections:

**Why the world needs a Judge**

By JOSH VUKOBRATOVIC, Managing Editor & Staff Writer | October 16, 2015

Christians are often criticized for being judgmental and condemning—wrathful religious fanatics, social elites not to be taken seriously in a progressive and tolerant society. While we sometimes deserve this characterization, it has led some Christians to overcompensate, sending a message to the world that a loving God—Jesus—is not capable of judgment and wrath.

"Do not judge, or you too will be judged," Jesus said (Matt. 7:1). By who? By God of course. The point is that when we as Christians judge others, we are assuming the role of God—a rather haughty approach to relating with the world considering the reality of our sinful nature without God's forgiveness in Christ. We forget: "There is only one Lawgiver and Judge," says the apostle James (4:11), "the one who is able to save and destroy. But you—who are you to judge your neighbor?"

**There are generally two groups of Christians who will respond to the above:**

The first group, let's call them "preachers," will argue that Christians aren't allowed to judge others (i.e. condemn people to hell), but we are still allowed—even called—to point out people's sins and call them to repentance. Some even gain much pleasure from having the "authority" to preach this message of guilt and repentance. In so much as I agree with this approach from a (very) basic doctrinal perspective, I'm not sure if it's the best way to engage people outside the Church.

**As the adage goes, "It's not what you say, but how you say it" that will determine whether you win or lose people at the end of the day.**

Taking the tone of compassion, understanding, gracious listening, patience and heart-felt care for others, regardless of their sins, shortcomings and "sub-par" lifestyles, should be our baseline approach to how we relate to other human beings. We are to emulate Jesus in our encounters with others. And in the words of the late Dietrich Bonhoeffer: "Where Jesus is, there is God's love."

This leads to the response of the second group. This group, let's call them "lovers," see in full agreement with this emphasis on love—emulating Jesus means we refrain from casting stones or dismissing people outright because of their militant atheism or immoral lifestyles, for instance. It's an opportune time to be part of the progressive "anti-judgment movement," especially when orthodox Christian positions on certain issues in western culture (abortion, same-sex marriage, etc.) are seen as hateful intolerance. Yes, the Church could certainly do away with some forms of Christian judgement. But not at the expense of ignoring the very real and necessary reality that Jesus will come back as Judge.

These "lovers," although they mean well, forget that God's judgment stems from His love and desire to set the world right. A very cruel, evil and unjust world might add. A world where passenger planes are being shot out of the sky without consequence, young children sold into sex slavery for profit, and where ruthless dictators drop barrel bombs—packed with nails and shrapnel—on their own people without blinking an eye. Yes, God's first response to those who are responsible for such heinous crimes and lesser sins is tender love and forgiveness through the costly death and precious blood of His Son on the cross. But when God's unfathomable and costly grace is rejected, judgement is sure to come. Right?

**God's Word is clear**

Jesus has been appointed by the Father as "Judge of the living and the dead" (Acts 10:42). Every person who has ever existed "must appear before the judgement seat of Christ" (1 Corinthians 3:20). Jesus has been given authority by the Father to "execute judgement, because He is the Son of Man" (John 5: 27). When Jesus returns, "He will judge the world in righteousness" (Acts 17:31). We can be sure that Christ will come back to set the world right.

This is the gospel truth: "Whoever believes in the Son has eternal life, but whoever rejects the Son will not see life, for God's wrath remains on them" (John 3:36).

I'm amazed how many Christians are uncomfortable with this verse. The problem, I think, is with our theology of God. We forget that God, who is certainly defined by love, uses judgement to set both the world and His people right. God used wrath to correct Israel countless times in the Old Testament because they had wandered from His loving ways. The apostle Peter believed that God's judgement was beneficial to the Church, leading to the refinement and purification of His people. A loving Father disciplines His children (Heb. 12:6). A loving God counters evil with judgement, a loving God judges those who reject His grace.

Martin Luther, the father of Protestantism, thought about it this way: **God holds love in His right hand, and judgement in His left. But He is right handed.**

# Career Forum

Many organizations trust *ChristianWeek* in helping them find quality applicants.

*ChristianWeek* offers online options for organizations to get the word out on career openings. Our online career forum is also a great tool to reach job seekers; it is the most visited page on our website after the home page.

Career listings may include logo, position, email, region, and website, in addition of up to 500 words.

## Career Ad rates

up to 500 words

\$199

The screenshot shows a job listing for the Canadian Bible Society. The header includes the ChristianWeek logo and navigation icons. The job title is "Supporter Relations Representative". The contact information includes an email address (humanresources@biblesociety.ca) and a website (http://www.biblesociety.ca/). The job summary describes the role as a field position involving donor relations and database management. The qualifications list 15 specific requirements, including a strong commitment to the Christian faith, high attention to detail, and advanced proficiency in Microsoft Word and Excel. The application deadline is Monday, 2nd November 2015.

**CHRISTIANWEEK**

### Canadian Bible Society

**Canadian Bible Society**

**Position**  
Supporter Relations Representative

**Email**  
[humanresources@biblesociety.ca](mailto:humanresources@biblesociety.ca)

**Website**  
<http://www.biblesociety.ca/>

Division/Dept: Development Department  
Location of office: Toronto, ON

**Job Summary:**  
Field incoming calls from donors, supporters and other interested callers, and respond with care, knowledge and insight to requests and issues. Operate and manage the database according to requests and protocols, and provide the required after-call service which will enhance the Canadian Bible Society ("CBS") image and ministry. Liaise closely with the Supporter Services Team and collaborate with other CBS ministry teams to provide the necessary collaterals to help them achieve their ministry goals and objectives. In every interaction and activity, offer or propose opportunities to donate to the work of CBS. Provide administrative support to the Supporter Services Team, maintain the donor database and work with the database company to resolve issues in a timely manner. Process donations of various categories, prepare daily bank deposits, and maintain donor accounts.

This position requires a high level of multi-tasking and attention to detail. As a support function to the team, a strong team ethos and a willingness to help whenever possible is critical. Understanding the various donor welcome paths, and being able to respond to requests at every stage of the process in a manner which adds credibility to CBS and enhances the donor experience is absolutely critical to success. It also requires an understanding of how to analyse data in order to obtain a comprehension of the behaviour of the donors. Dealing with problems promptly and effectively and creative solutions are frequently required. Long tact and diplomacy in communication is required for liaising between CBS management and staff and all external agencies and for answering donor queries.

**Qualifications:**

1. A strong commitment to the Christian faith and a passion for the Bible cause.
2. Very high attention to detail.
3. Demonstrated experience in dealing with the public (face to face and/or via telephone) with a high degree of professionalism and diplomacy.
4. Good creative initiative with strong strategic development skills.
5. Ability to work well under pressure, handling multiple demands (multi-tasking) while paying close attention to deadlines and schedules.
6. Good verbal and written communication skills with creative writing and editing abilities.
7. Tact and diplomacy with serenity.
8. Education minimum: Post-secondary.
9. Advanced level of proficiency in Microsoft Word and Excel.
10. Self-starter, self-manager, entrepreneurial, risk taker.
11. Very strong team ethos, able to coach and empower others without feeling exposed or at risk.
12. Results orientated and motivated by achieving and exceeding stretch goals.
13. Some experience of project management and the ability to manage a project so as to meet all the required outcomes within the stated timeframes, budget constraints and milestones.
14. New product development experience and the associated experience of undertaking market research and analysing findings within a new product development and project management framework.

Report to: Supporter Services Manager  
Application Deadline: Monday, 2nd November 2015  
Please forward résumé via email to: [humanresources@biblesociety.ca](mailto:humanresources@biblesociety.ca)

**ABOUT US** **ADVERTISE** **CONTACT US**

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# eNews advertising

Your banner ad appears alongside our editors' picks in a weekly email sent out to our eNews subscribers across Canada.

*ChristianWeek's* eNews open rates are higher than industry average and our subscriber list is constantly growing.

Rates are \$98 per issue or \$320 per month (four issues per month) for a 600px x 150px ad. Ad space is subject to availability.

Subscribe to our free eNews on our [Facebook page](#), at [christianweek.org](http://christianweek.org), or by following the link [here](#).

*"ChristianWeek represents the best in North American Christian journalism—well researched, professional, well written. I can count on it to keep me informed about significant events and issues and challenge me to think.."*

-- Neil Bramble, Director of Strategic Planning and Training, The Gideons

The screenshot shows a vertical email layout for ChristianWeek. At the top is the logo and the date 'ChristianWeek eNews | March 9th, 2014'. Below this are three article teasers, each with a small image and a 'Read More' link. The first article is about Uganda's laws on homosexuality. The second is about the Apostle Paul. The third is about church camps. Below the articles are sections for 'News', 'Spotlight On Mission', 'Career Forum', and 'Upcoming Events'. Two banner ads are highlighted with blue lines and labels: 'E1 600 x 150' and 'E2 600 x 150'. The first banner is for 'The Glorious Unfolding' and the second is for 'Meeting State'.

E1 600 x 150

E2 600 x 150

# Sponsored Feature

## Experience a new communications opportunity with *ChristianWeek*

You have a story to tell. What better place to tell it than in an award-winning online publication like *ChristianWeek*? A partnership with us lets you share your story with a diverse national and international audience.

### How it works

As a select ministry partner who already has an affinity with our readers, you are guaranteed editorial space in *ChristianWeek* for well-written, engaging content highlighting your organization. Ideally this copy is written by you, as we believe your inside perspective on the work of your ministry to be invaluable. However, our editorial team is also available to assist.\*

### Why it works

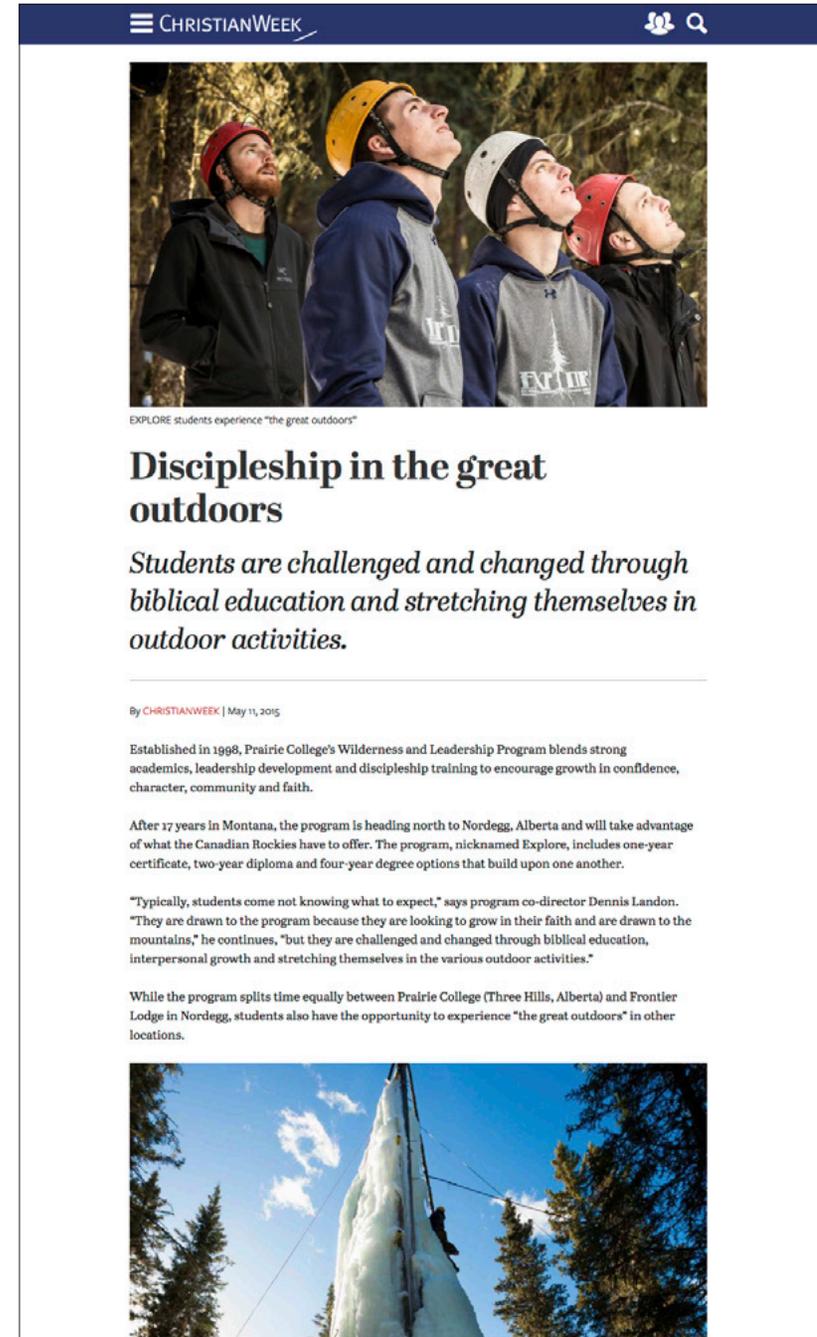
A partnership with *ChristianWeek* effectively positions your ministry and attracts the attention of our diverse readership. It is especially beneficial when this sort of highly visible editorial content runs alongside web advertising. A solid two-hit campaign with regular frequency and continuity of messaging keeps your organization at the top of our readers' minds.

It builds trust and encourages action that will strengthen and build your organization's support base and attract stakeholders.

Guaranteed press coverage in a targeted, timely, award-winning publication reaching a broad Christian audience both in print and online—partnership at its best.

Contact us for more information.

*\*Pricing may vary if using ChristianWeek writers. ChristianWeek retains the right to exercise editorial direction on content and style.*



The screenshot shows a web page from ChristianWeek. At the top, there is a navigation bar with the ChristianWeek logo and a search icon. Below the navigation bar is a large photograph of four young men wearing helmets and jackets, looking upwards in a forest. Below the photo is a caption: "EXPLORE students experience 'the great outdoors'". The main headline of the article is "Discipleship in the great outdoors". Below the headline is a sub-headline: "Students are challenged and changed through biblical education and stretching themselves in outdoor activities." The byline reads "By CHRISTIANWEEK | May 11, 2015". The article text begins with "Established in 1998, Prairie College's Wilderness and Leadership Program blends strong academics, leadership development and discipleship training to encourage growth in confidence, character, community and faith." The text continues: "After 17 years in Montana, the program is heading north to Nordegg, Alberta and will take advantage of what the Canadian Rockies have to offer. The program, nicknamed Explore, includes one-year certificate, two-year diploma and four-year degree options that build upon one another." A quote from program co-director Dennis Landon follows: "Typically, students come not knowing what to expect," says program co-director Dennis Landon. "They are drawn to the program because they are looking to grow in their faith and are drawn to the mountains," he continues, "but they are challenged and changed through biblical education, interpersonal growth and stretching themselves in the various outdoor activities." The text concludes: "While the program splits time equally between Prairie College (Three Hills, Alberta) and Frontier Lodge in Nordegg, students also have the opportunity to experience 'the great outdoors' in other locations." At the bottom of the screenshot is another photograph showing a person climbing a tall, snow-covered tree trunk in a forest.

# Technical requirements

## Design considerations

- Please set the colour mode to RGB.
- Acceptable file formats are JPG, PNG, GIF.
- When you submit your artwork, include in the body of the email the link that you want your ad to lead to.

## Custom advertisement builds

ChristianWeek can produce advertising material for you. Estimates available on request. Any original artwork, fonts, or logos, as well as ad copy, must be provided digitally. Do not embed images or logos within word documents.

## Policies

ChristianWeek reserves the right to decline advertising it considers to be in conflict with the ethos and mandate of the organization. Advertising orders cancelled after the ad is posted will incur full charges.

### Note:

If you have any questions regarding production requirements, please contact our design department (see our "Contact us" page). Our design department will be happy to help you build your files correctly.

# Contact us

## GENERAL INQUIRIES

### **ChristianWeek**

Toll-Free: 1.800.263.6695

[www.christianweek.org](http://www.christianweek.org)

### **Brian Koldyk**

[advertising@christianweek.org](mailto:advertising@christianweek.org)

### **Josh Valley**

[jvalley@christianweek.org](mailto:jvalley@christianweek.org)

### **Christopher Janzen**

[production@christianweek.org](mailto:production@christianweek.org)