ABOUT

PASTOR RESOURCES

“Our men’s ministry director told me he was searching for resources and found PastorResources.com. While reading an article, he told his wife that ‘it sounded just like Pastor Adams’ story.’ He read to the end and found out that it was in fact my story! How’s that for an organic reach for PastorResources.com? Awesome!”
- Pastor John Adams | New Life Church | Sandusky, OH

In 2002, we set out to help pastors.

Over the last 18 years, the channels we’ve developed to accomplish this goal have evolved.

What we’ve discovered in this process is when you genuinely desire to help pastors, versus simply chasing numbers, the experience described above is the outcome: trustworthy and targeted content continues to produce a desirable audience.

If your goal is “millions of Christians worldwide”, Pastor Resources is probably not for you. However, if you’re desiring to come alongside decision-makers within active and growing churches who need your products and services, you won’t find a better fit.

Between our unique lead generating platform, eBlasts, online display ads, and our Pastor Box subscription service, we’ll help you reach these pastors. We can also help you decide on the best channel for you.
Unique Channels
Delivering Unmatched Results

PR GUIDE
Bi-monthly online publication full of valuable resources for pastors

PR WEBSITE
Online resource guide with helpful articles and our digital PR Guide

E-MAIL BLASTS
Targeted e-mail campaigns that regularly remind our readers about your products & services

PASTOR BOX
Get Your Offering In Front of the Most Engaged Audience of Pastors Available

SURVEY
Valuable Research Tool Helping You Stay Relevant
“We use several marketing channels to help our clients reach their desired audience. Two years into using Pastor Resources, I must say your unique lead generating platform with reporting and marketing automation blows any other company we work with out of the water.”

- Ashley Haschemeyer
  Marketing Manager
  Christian Retreats Network
An Eager, Captive Audience
Our pastors want to discover more...

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW BOOKS &amp; CURRICULUM</td>
<td>98%</td>
</tr>
<tr>
<td>CONFERENCES</td>
<td>90%</td>
</tr>
<tr>
<td>AUDIO/VIDIO PRODUCTS &amp; TECHNOLOGY</td>
<td>82%</td>
</tr>
<tr>
<td>K12 RESOURCES even if they're forwarded to staff</td>
<td>79%</td>
</tr>
<tr>
<td>SOFTWARE church mgmt, giving, web design, creative</td>
<td>74%</td>
</tr>
<tr>
<td>CHRISTIAN MOVIES new releases &amp; licensing info</td>
<td>74%</td>
</tr>
<tr>
<td>MARKETING OPPORTUNITIES including signage</td>
<td>74%</td>
</tr>
<tr>
<td>CREATIVE FUNDRAISING OPTIONS</td>
<td>70%</td>
</tr>
<tr>
<td>CONTINUING EDUCATION traditional &amp; online</td>
<td>57%</td>
</tr>
<tr>
<td>ARCHITECTS &amp; BUILDERS</td>
<td>45%</td>
</tr>
<tr>
<td>PAID ONLINE FITNESS &amp; COACHING</td>
<td>44%</td>
</tr>
<tr>
<td>LENDERS</td>
<td>40%</td>
</tr>
</tbody>
</table>
Display Advertising

Visit www.pastorresources.com or ask your sales associate for a video illustrating these ads in motion – they aren’t simply static ads...

**Rolling Billboard***

Stop pastors in their tracks with this one-of-a-kind large tile ad that gradually increases opacity as readers scroll down each page.

**Expandable Leaderboard***

1920x200 pixel ad.

Note: For mobile users, the wide leaderboard is replaced by a 500 x 400 tile ad! It’s the first item pastors notice.

*sold in blocks of 50,000 church leader impressions
In the 18 years that Pastor Resources has been in circulation, thousands of pastors have opted into our e-mail list. These are the same responsive pastors that generate the leads for our clients in our PR Guide. Our clients receive average open rates between 10-15% with 3-10% average CTR. With the right offer, some of our advertisers have seen clicks as high as 25%!

Please note: In order to maintain the size and quality of our list, we screen all campaigns to ensure there’s a clear and powerful benefit to our pastors, and we prefer to include a free offer in every campaign. In either case, ALL exclusive e-blasts require the JCA Company staff approval prior to scheduling.
On the front-end, Pastor Resources is an online lead generating platform integrated with marketing automation. Your digital ad also includes video overlay.

On the backend, you can view every ad you’ve placed and discover how they performed. At a glance, quickly determine which offers were strongest and even if certain artwork created more traction.

You can also manually pursue the leads, downloading them in your desired format by date range or issue (see screenshot).

PR E-Zine / Lead Generator
Create awareness, drive leads and increase sales by reaching decision-makers at active and growing churches
OUR PASTORS’

Bible Translation Preferences

USE IT ALONG WITH OTHER TRANSLATIONS

NEVER USE IT

GO-TO BIBLE FOR SERMON PREP & PERSONAL USE

GO-TO BIBLE FOR PERSONAL USE ONLY

GO-TO BIBLE FOR SERMON PREP ONLY
Pastor Box

Delivered on a quarterly basis, Pastor Box is a subscription service providing the latest books, resources, merchandise and surprises for pastors. We strive to encourage pastors by delighting them with each Pastor Box shipment. With a 100% open rate, you won’t find a more engaged audience of pastors... they describe the subscription service as “Christmas 4x a year”.

Ways to Participate:
• Include your offering inside the boxes – you send to us, we take care of the rest.
• Sponsor the box with your logo and tagline on the inside lid of the box.
• Provide a ride-along (e.g., flyer, brochure, postcard) with a strong call to action.

“Great content, great price... best annual investment in my ministry!”
- Facebook Customer

5-STAR RATING!
Preferred Resources

Our pastors rely most heavily on these channels:

- Bible Gateway: 47%
- Logos Bible Software: 30%
- Bible Study Tools: 20%
- Relevant Magazine: 9%
- Other Resources: 20%
- CT Pastors: 10%
- Church Leaders: 22%
- Pastor Resources: 42%
### Media Consumption
Where our pastors get their information

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOKS</td>
<td>74%</td>
</tr>
<tr>
<td>WEB ARTICLES</td>
<td>59%</td>
</tr>
<tr>
<td>MAGAZINES</td>
<td>34%</td>
</tr>
<tr>
<td>EBOOKS/AUDIO BOOKS</td>
<td>34%</td>
</tr>
<tr>
<td>PODCASTS</td>
<td>25%</td>
</tr>
<tr>
<td>BLOGS</td>
<td>22%</td>
</tr>
<tr>
<td>OTHER</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Heart Issues
How our pastors rated their concerns

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISCIPLESHIP</td>
<td>75%</td>
</tr>
<tr>
<td>OUTREACH</td>
<td>69%</td>
</tr>
<tr>
<td>SERMON PREP</td>
<td>54%</td>
</tr>
<tr>
<td>MISSIONS</td>
<td>32%</td>
</tr>
<tr>
<td>STUDENT MINISTRIES</td>
<td>27%</td>
</tr>
<tr>
<td>CHURCH FINANCES</td>
<td>21%</td>
</tr>
<tr>
<td>OTHER</td>
<td>19%</td>
</tr>
</tbody>
</table>
Survey
Our Pastors

We haven’t found a more extensive and dependable sampling than our own Pastor Survey Tool. As a matter of fact, it’s where we derived all of the data revealed throughout this media kit.

With one of the most responsive surveys available (typically 300-500 pastor responses!), there’s no better way to keep a finger on the pulse of the church.

Cost: $1950

Invaluable R & D:
Launching a new product or service? Determine if your offering is viable while also saving on marketing costs by discovering how desirable it is to pastors.

Accuracy:
Our survey provides a True Sampling: cross-denomination, all church sizes, and nationwide.
Advertising in Action
What do our pastors do with your material?

- 96.4% Read every digital PR Guide cover-to-cover
- 91% Share materials with other staff at their church
- 70% Have made purchases through Pastor Resources
Our Pastor Demographics

**Church Size**
- Under 50 | 1%
- 51-100 | 32%
- 101-500 | 34%
- 501-1000 | 5%
- 1001 – 5000 | 3%
- Unspecified | 9%

**Denomination**
- Non-Denominational | 23%
- Baptist | 20%
- Charismatic | 15%
- Southern Baptist | 14%
- UMC | 10%

**Employ a CE Director**
- 69%

**Employ a Youth Pastor**
- 60%
**PR eZine/Lead Generator**

- Full Page, Video Overlay, Marketing Automation
- **1x $950**
- **4x $650/ea**
- **8x $500/ea**
- **12x $400/ea**

**STAND OUT!**
- Cover feature with book giveaway = add’l $1,000
- Issue Announcement eblast Sponsorship/Feature = add’l $400

**PR eBlast**

- **17,000 Pastor Subscribers**
- **Secure soon for these discounted rates!**
  - **1x $1,750 (reg. 2,350)**
  - **4x 1650/ea (reg. 1,950)**
  - **8x 1450/ea**
  - **12x 1,000/ea**

**Online Display Ads**

- **1920 x 200 Expandable Leaderboard**
  - > 50,000 Impressions (1 mo) $950
  - > 100,000 Impressions (2-3 mos) $1,750

- **500 x 400 Rolling Billboard**
  - > 50,000 Impressions (1 mo) $650
  - > 100,000 Impressions (2-3 mos) $1,150

**Pastor Box**

- Include a product of value: **FREE**
- **Sponsor a box:** $5/box
- Market your product via flyer, brochure, or postcard: $3/box

**Rates**

Secure soon for these discounted rates!
Art Specs

Please submit all artwork a minimum of two weeks prior to deployment

Digital PR Guide

- 558x700 pixel JPG @ 144 DPI
- Provide YouTube or Vimeo share link when applicable for video overlay
- Provide URL of landing page

Online Display Ads

- 970x90 pixel JPG @ 144 DPI
- 300x250 pixel JPG @ 144 DPI
- GIF and Flash Supported
- Provide URL of landing page

eBlasts

- Table max width: 600px
- Email body should be at least 50% text (avoid being too image heavy)
- Please provide subject for eBlast when submitting
- All images should reference your servers in the HTML file
- HTML file should be “send-ready” including links
- All CCS should have specific class/tag names; please no generic tag styles (i.e., body, table, header, etc.) or it will affect the email container file
Let’s start a conversation about how we can help you build awareness, stay top-of-mind, and drive sales from the top down.

Pastor Resources
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