

NACBA WEEKLY UPDATE

REACH

9300

CHURCH ADMINISTRATORS

EVERY WEEK

MEDIA KIT



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**A** **Don't let December sneak up and bite ya!**  
Sign up now to sell your Christmas performance tickets online – and SAVE! [Click to learn more and secure your 300 FREE tickets!](#)

**B** **WEEKLY UPDATE** WEEKLY NEWS AND INFORMATION RESOURCE FROM THE NATIONAL ASSOCIATION OF CHURCH BUSINESS ADMINISTRATORS  
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**C** **Delivers passengers safely mile after mile**

**D** **Multisite churches outnumber and outgrow megachurches**  
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In the nation's largest and most comprehensive survey of multisite churches to date, Leadership Network identified leading practices and new developments in the movement's expansion. The results of the survey were recently released as "Multisite Is Multiplying," and are available as a free download. The number of actual multisite churches—in an estimated 3,000 congregations that function as one church in two or more locations—now outnumber the roughly 1,400 megachurches that draw 2,000 or more people on a typical weekend. [MORE](#)

**F** **InFocus**  
Bright Ideas Made Brilliant  
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**E** **Building reflects concern for community, earth**  
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Any congregation's facilities reveal the body's values and priorities -- and the folks at First Baptist Church of Greenville, S.C., took both their values of community openness and creation care into account when constructing a recent addition on the back side of its campus. The year-old Activities and Youth Ministry Center (AYMC), with its open areas and high ratio of windows to wall space, is a visual reminder of the soon-to-be 100-year-old congregation's views on environmental sustainability and outreach to its neighborhood. [MORE](#)

**D1** **Are you a curious church leader?**  
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Curiosity is a key quality for church leaders. It doesn't appear on too many top 10 leadership lists, but being curious is a valuable skill that can change the way we relate to our followers. Curiosity and wonder can serve us well as leaders. Standing as a learner in the churches we lead gives us a broader perspective and greater flexibility. [MORE](#)

**PRODUCT SHOWCASES**

**Xerox FreeColorPrinters**  
NACBA members save thousands in printing costs using the Xerox FreeColorPrinters program. Being your outsourced printing in-house and produce vivid color, cost-effective, high quality, easily customizable printed materials. To see if you qualify, call 800-201-7968 or apply at [freecolorprinters.xerox.com](#). Enter referral code NACBA.

**Playtime Play Elements Certified Antibacterial and Fungal Resistant**  
"The glossy PLAYTIME upholstery on our products make them naturally antibacterial," says Mike Evans, President and CEO of PLAYTIME. "This is great news for centers that offer a healthy, clean play environment for families." [Read More](#)

**Increase Giving: Decrease Expense "Donor Management Made Simple"**  
"It is one for me to give endorsements to products, but HYDRINGSOLUTIONS.com has to be an exception." **Dr. Jimmy Draper - President Emeritus, LifeWay Christian Resources**

**Unsure what to do about cash reserves?**  
Check out our new Cash Reserves Savings Account.

**Pizza, video games and the attractional model**  
Resonate or Die [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#)  
Student ministries don't usually have trouble branding themselves. In fact, not many organizations do. The same could be said of creating a culture. They're both something you do whether you realize it or not. What do people think about when they think about your youth ministry? [MORE](#)

**Carson Springs Linden Valley**  
at Carson Springs Baptist Conference Center...  
1-877-354-6332 | [www.nabaptist.org](#)

**POWERCHURCH PLUS** **PowerChurch Plus Church Management Software**  
2009/2010 Software solution to streamline your administrative tasks, helping you to fulfill your mission. Features Membership, Contributions, Events Calendar, and optional Check In system. [MORE](#)

**NACBA Weekly Update**  
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Coby Horton, Director of Communications and Media, 469.426.2001 Contribute news

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### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 8,000 church administrators (one 90 day cycle)

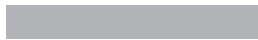


Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3000/\$2500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
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incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboris nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$2500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
dolor sit  
amet  
Lorem ipsum  
dolor sit amet,  
consectetur

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,

Current Promotion  
**\$2250**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

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THE NACBA WEEKLY UPDATE, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE CHURCH ADMINISTRATION PROFESSION.

The news tackles today’s most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of church administrative leaders, the NACBA Weekly Update keeps professionals abreast of topics that impact the daily operation of their churches. Subscribers are decision-makers with purchasing power—the top-tier professionals in the church community.

NACBA WEEKLY UPDATE  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN NACBA WEEKLY UPDATE:



## CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in the NACBA Weekly Update solidifies your place among weekly information provided to NACBA members.



## TARGETED DISTRIBUTION

Advertising in the NACBA Weekly Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to the NACBA Weekly Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, the NACBA Weekly Update ensures your ad will be seen every week by our 8,000 subscribers.



## AFFORDABLE

Advertising in the NACBA Weekly Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the NACBA Weekly Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the NACBA Weekly Update.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.