



The Gospel Herald

Breaking Christian News Source

The Gospel Herald is the premiere online Christian news source, covering national and international news of global Christianity, with a special emphasis on Chinese Christianity. Since 2004, our behind-the-scenes reports have brought our readers the first look into the interaction between the East and West as well as breaking news stories, exclusive interviews of high-profile Christians. The Gospel Herald is your channel to reach the faith-based audience in today's digital media landscape.

www.gospelherald.com

Online Media Kit

Campaign Overview

The Gospel Herald (www.gospelherald.com) gives you an opportunity to present your church, ministry, business, or organization to the top influencers in the Christian communities in the U.S. and abroad. The Gospel Herald readers are internet-savvy, devout, and have higher household incomes. They love the good news of the Gospel and love to share excellent ideas and products, which is why your campaign will have higher conversion rates if you offer our audiences great value. TGH is a great channel to advertise/market your projects. In addition to providing the exposure to the right audience, we are confident in our support to our customers.

Audience Profile Overview



According to the audience profile, The Gospel Herald audience have a significantly higher proportion of college graduates, meaning that they are mostly more educated and higher greater influence in their respective community. In addition, our audience who are over the age of 55 are also significantly higher in proportion compared to the internet average.

U.S. Demographic Breakdown

1.	California	12.47%
2.	Texas	12.27%
3.	Florida	6.05%
4.	New York	5.95%
5.	Illinois	4.83%
6.	Georgia	4.10%
7.	Pennsylvania	3.46%
8.	Ohio	3.29%
9.	North Carolina	3.26%
10.	Michigan	2.84%
11.	Virginia	2.69%
12.	Washington	2.65%
13.	Tennessee	2.44%
14.	New Jersey	2.38%

Affinity Category (reach)		66.62% of total sessions
4.12%	Movie Lovers	
3.87%	News Junkies/Entertainment & Celebrity News Junkies	
3.72%	TV Lovers	
3.33%	Technophiles	
2.75%	Shutterbugs	
2.75%	News Junkies/Political News Junkies	
2.57%	Travel Buffs	
2.49%	Music Lovers	
2.43%	Mobile Enthusiasts	
2.41%	Shoppers/Shopaholics	

In-Market Segment		59.36% of total sessions
2.95%	Travel/Hotels & Accommodations	
2.79%	Employment	
2.73%	Consumer Electronics/Mobile Phones	
2.47%	Dating Services	
2.09%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
2.02%	Education/Post-Secondary Education	
1.85%	Financial Services/Investment Services	
1.58%	Travel/Air Travel	
1.53%	Real Estate/Residential Properties/Residential Properties (For Sale)	
1.42%	Employment/Career Consulting Services	

Placements

Home Page

The Home Page of The Gospel Herald. Through Home Page placements, you have the ability to control some of the most valuable advertising space on Gospelherald.com, while building message and product awareness.

The screenshot shows the homepage of The Gospel Herald. At the top, there is a navigation bar with 'Homepage', a language selector (中文), and a 'Make GH Your Homepage' button. Below this is the main header with the site's name 'THE GOSPEL HERALD', the date 'Tuesday, Jul 26, 2016', and the time 'Last Update: 6:49 AM EDT'. There are social media icons for Facebook, Twitter, YouTube, and Email. A secondary navigation menu includes categories like HOME, WORLD, CHURCH, MINISTRIES, SOCIETY, BUSINESS, TECHNOLOGY, ENTERTAINMENT, LIFE, OPINION, and VIDEO. The main content area features several article thumbnails: 'Alabama School Reverses Ban on 'Amazing Grace' Halftime Show amid Backlash from Christian Community', 'Rory Feek to Honor Late Wife Joey by Writing Book about 'God's Grace and Girl He Used to Change Me'', 'Christian Man Once Persecuted by Muslims Risks Life to Share Gospel; Converts Thousands', and 'Chinese Authorities Threaten to Ban Christian Children from Entering College, Serving in the Military'. There is also an advertisement for the movie 'Ben-Hur'.

Article Page

Placement on the Article Page ensures you will reach the broadest audience on The Gospel Herald. Each article is searchable under all major search engines including Google, Yahoo and Bing. Your advertisement will be viewable while users actively consume articles of interest.

Section Page

Placement in the Section Page allows for targeting to a particular group of audience among thousands of visitors who visit our website daily. Through narrowing the exposure to a section page that your target audience finds most relevant, your chances of getting a higher ROI increases significantly. We encourage you to consider such option for targeting purposes.

Newsletter

Over 30,000 church and ministry leaders and co-workers from the Christian communities around the world subscribe to The Gospel Herald's daily newsletter. Banner ads placements in the newsletter are excellent channels to reach the influencers in your target constituencies with highest click-through rates, yielding maximum return of investment. Targeting these readers have the highest probability of spreading the word about your products and services.

*CPM = Cost per thousand impressions.

Placement / Ad Type & Sizes (Pixels)	Base *CPM	Impressions Per Month	File Size	Cost per Month
Home Page				
Medium Rectangle ATF (300x250)	\$15	100,000 imp	35k	\$1,500
Medium Rectangle (300x250)	\$10	100,000 Imp	35k	\$1,000
Half Page (300x600)	\$10	100,000 Imp	35k	\$1,000
Leaderboard (728x90)	\$5	100,000 Imp	40k	\$500
Section Pages (Applies to All Section and Its Sub-Section Pages)				
Medium Rectangle ATF (300x250)	\$10	100,000 Imp	35k	\$1,000
Medium Rectangle (300x250)	\$5	100,000 Imp	35k	\$500
Half Page (300x600)	\$5	100,000 Imp	40k	\$500
Article Page				
Leaderboard ATF (728x90)	\$15	100,000 Imp	40k	\$1,500
Leaderboard (728x90)	\$5	100,000 Imp	40k	\$500
Half Page Banner (300x600)	\$10	100,000 Imp	40k	\$1,000
Medium Rectangle ATF (300x250)	\$15	100,000 Imp	40k	\$1,500
Medium Rectangle (300x250)	\$10	100,000 Imp	40k	\$1,000
Billboard ATF (970x250)	\$18	100,000 Imp	50k	\$1,800
Video Ad				
Preroll Video Ad (400x300)	\$20	100,000 Imp	50k	\$2,000
Banner Ad in Daily Newsletter				
Medium Rectangle (300x250)	File format – JPEG, GIF, PNG		\$500/week	
Marquee (600x200)	File format – JPEG, GIF, PNG		\$500/week	

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'Hillsong United' Frontman Joel Houston Praying God Uses 'Hillsong - Let Hope Rise' Film for His Glory (Exclusive Interview)

By LEAH MARIANN KLETT (NEWS@GOSPELHERALD.COM) Sep 09, 2016 05:21 PM EDT



Next Friday, the first-ever “theatrical worship experience” about Australian megachurch band Hillsong United hits theaters, and promises to inspire, encourage and uplift viewers of all ages.

“Hillsong - Let Hope Rise”, directed by John Michael Warren, documents the incredible rise of Billboard award-winning Australian worship band, Hillsong United, which began in Sydney in 1998. While it originally started as a pastime for youth at church, Hillsong United has since grown into a global sensation; an estimated 50 million people around the world sing their songs every Sunday.

The band is led by Joel Houston, the son of Hillsong founders and pastors Brian and Bobbie Houston, and all 11 band members are either volunteers or employees of the internationally recognized church.

Speaking to The Gospel Herald just ahead of the film’s release, Houston, 36, shared how despite growing up a pastor’s son, he never expected to front the world’s leading worship band.

“I grew up a pastor’s kid looking for an excuse, honestly, to kind of run away from the pressure of being a pastor’s kid,” he recalled. “So, I had ideas about what I was going to do, and it was funny, because God has a funny way of taking all the things you say you’re never going to do and I think He has a sense of humor. He says, ‘Watch how I’m going to make this work,’ and just one by one crosses them off. When that happens, that means when you get there...it helps you appreciate it in a different way, because you get to experience God’s grace.”

Last year, Hillsong United scored its first-ever American Music Awards nod and in May, they won a Billboard music award in the Top Christian Artist category ahead of the release of their fourth studio album Empires. The band has sold over 17 million albums and their songs have been translated in 60 languages. Houston believes the band’s incredible success is a prime example of how God uses even the most “uncouth” of individuals for His glory.

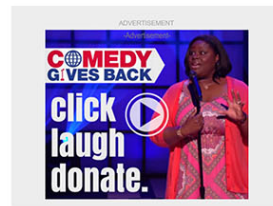
“You don’t have to be super talented, or have it all together - God is all about using people who just make themselves available,” he said. “I think that’s the whole measure of why God wants to work with us and through us, why He wants to do what He does through people. Because he wants us to understand His personality, His character, His nature, what He’s about. And, the only way He can do that is through the revelation of grace, that none of us deserve this or have earned it, but yet God still chooses to work His message through people, and that’s a beautiful story.”

Houston, who has a young son with his wife, Esther, explained that while all of the attention and praise is certainly gratifying, the band’s purpose is far greater than industry recognition.

“All of this is great, and the movie’s great, and what we get to do is amazing and the songs are great,” he said. “But at the end of the day, the true measure of what we do is how we’re doing as people, and how’s our families, and how’s the real stuff. Because this doesn’t define who we are, it’s just the platform, a moment. The film captures a moment. But there’s a life behind all of it, and that’s the world we live in. That’s why our prayer is that it connects with people, because, take away the Instagram filters - what’s all the other stuff that’s going on? And that’s the true measure of everything.”

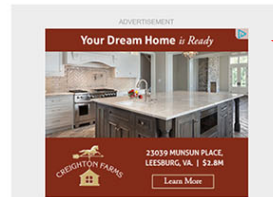
While “Hillsong - Let Hope Rise” examines the rise and popularity of Hillsong United, Houston said he prays that God uses the film to open the eyes of the world to the incredible story of Jesus.

“Hillsong - it’s not about the name ‘Hillsong’, it’s about the name of Jesus,” he said. “My prayer is that people see this film...and through the lens of a silly story about a bunch of people from Australia who are just trying to figure it out, and they can maybe experience God in a personal way and it helps them go,



MOST POPULAR

- Image of Jesus in 'Heaven Is for Real' Painted by 'God-Taught' Young Girl Akiane Kramarik (Pictures)
- No Longer Jenna Presley: Former Porn Star Britni Ruiz Describes Her Turn to Christ Through Revelation 2:20
- 'Ben-Hur' Movie Producer Roma Downey Interview (Exclusive): A Message So Needed 'At Such a Time as This'
- 'Miracles from Heaven' Movie, Trailer: A Miracle Girl, with a Miracle Story, Set to Hit Theaters Spring 2016
- Evolutionist Bill Nye to Use New Netflix Show to 'Refute Anti-Scientific Claims Exposed by Religious Leaders'



MOST POPULAR VIDEOS

- 'Ben Hur' Producers Mark Burnett and Roma Downey Share What Bible Verse Guided Filmmaking Process (Exclusive)
- 'Ben Hur' Star Jack Huston Reveals How Film Changed His View of Jesus Christ (Exclusive Interview)
- Trailer Released for Hillsong United's Upcoming Documentary 'Let Hope Rise'
- 'Ben Hur' Actor Toby Kebbell Shares Why He Doesn't Want to Be Viewed as Film's 'Villain' (Exclusive Interview)
- 'Ben Hur' Jesus Actor Rodrigo Santoro, Nazarin Bonifadi Share How Film's Gospel Message Transformed Them (Exclusive Interview)



Video Ad
640x360
pixels



Leaderboard
728x90

Medium
Rectangle
ATF 300x250

Medium
Rectangle
300x250

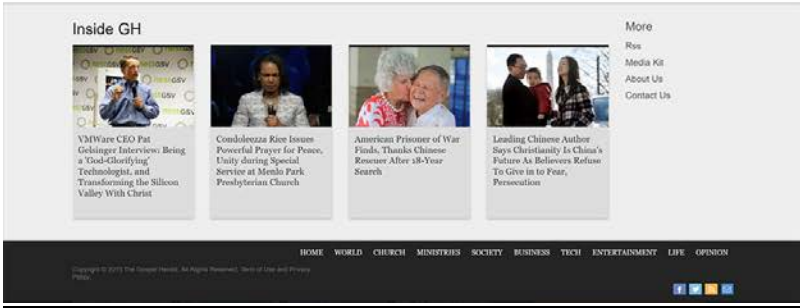
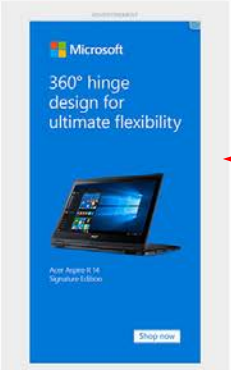
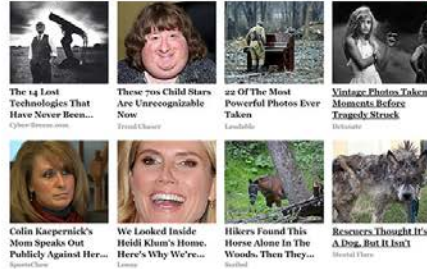
Medium
Rectangle
300x250

"Hillsong - Let Hope Rise" is produced by Jonathan Bock of Grace Hill Media, along with Matthew Weaver and Ben Field, and hits theaters September 18.
Hillsong, which is headquartered in Sydney, has churches around the world with more than 100,000 weekly attendees, including thriving congregations in New York and Los Angeles.

Share this on Facebook () Tweet

Tags: Hillsong - Let Hope Rise, Hillsong United, Joel Houston, Bobby Houston, Brian Houston, Worship, Hillsong music

You May Like



Half-Page Ad
300x600
pixels

Medium
Rectangle
300x250

Mobile Optimized Ads

- [Expandable](#)
- [Interscroller](#) (W/Ambient Animation)
- [Vertical Video](#)
- [360 View](#) (Demo on Phone w/ QR code)

Rate Structure

- Basic Rate - For all units using standard components
- Advanced Rate - For all units requiring advanced features such as dynamic, mapping (geo-location), 3rd Party API integration, custom JS, gamification, responsive, etc.

Rich Media Display Pricing (per size, per device)

Format	Basic Rate	Advanced Rate
Banner	\$500	\$1000+
Standard Expandable Banner	\$750	\$1500+
Interstitial	\$750	\$1500+
Pull Banner	\$750	\$1500+
Slider Banner	\$750	\$1500+
Reveal	\$750	\$1500+
Interscroller	\$750	\$1500+
Cross-Screen Banner	\$1000	\$1750+
Cross-Screen Expandable Flex	\$1250	\$2000+
Outstream	\$1000	\$2000+

Resize/Additional Device Pricing

Resizes, or building the identical unit for additional devices will typically be bid out at 50% of the original unit's cost.

Design Pricing

Design Only	\$500
Design Resize	\$250

Sample Timeline

Day 1 - assets delivery

Day 4 - first preview ready for review

Day 5 - client feedback due

Day 6 - final preview ready for review

Australia • Canada • China • Hong Kong • Malaysia • Taiwan • United States • International English Edition

Day 7 - client approval

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