TECHNOLOGIES FOR WORSHIP

MEDIA KIT 2018

TECHNOLOGIES FOR WORSHIP 2018

TECHNOLOGIES FOR WORSHIP

TECHNOLOGY SPOTLIGHT
Crossroad Community Church

Out of the Box:
LUXIUM ZORRO AND ZOBO
RETROFIT LAMPS
MARTIN AUDIO WAVEFRONT
PRECISION LINE ARRAYS
WAVES AUDIO X-WSG I/O CARD

REVIEWS
ELATION PROFESSIONAL
PLATINUM FLX FIXTURES
MARSHALL ELECTRONICS
CV-100 MINI CAMERA

AT A GLANCE

TECHNOLOGIES FOR WORSHIP MAGAZINE

- 58,355 churches read Technologies for Worship Magazine
- Twelve issues a year
- read by church sound technicians, lighting designers, media technicians, broadcast teams, lead pastors and volunteers
- Interactive, media rich print campaigns available via LAYAR, which can include videos, product slideshow, instant website access
- Print advertising also in the digital issue
- All digital issues are archived, so your brand continues to make an impact months and even years after publication
- Open-source Digital magazine averages 43,265 readers per month in 102 countries

TFWM DOT COM

- First on Google when searching for "worship technology"
- Over 19,000 unique visitors per month on average
- 52,000+ monthly page views
- Mobile-friendly site features new banner sizes
- Media partners can load their own press releases and images
- YouTube videos can also be included with installs, product and industry news releases
- Updated daily

E-BLASTS

- 9,212 opt-in email addresses fully comprised of users and purchasers in the worship community Open rate average over 15%
- Click-thru rate that averages 5.42%
- Follows all CAN-SPAM rules and regulations

CUSTOMIZED SURVEYS

- Customize marketing efforts and strategies
- Obtain first-hand information from end users

LIGHT IT UP! AND TURN IT UP! REFERENCE APPS

- Available at both the Apple and Google Play stores and free to all end users
- Comprehensive listings of manufacturers, products, installers and resellers
- Easily search for specific products, read their specs, find out who they can purchase from, plus much more
- Over 5000 integrators included
- Listings are free to all manufacturers and resellers
- Updated every Friday
- Rotating banner positions available to really make an impact

TECHNOLOGIES FOR WORSHIP 2018

MAGAZINE: PRINT

EDITORIAL OPPORTUNITIES FOR OUR ADVERTISERS

Technologies for Worship Magazine offers a variety of editorial opportunities for our advertisers. Whether you have been a vital part of the house of worship market for a while now, or are a new company looking to make an impact, we have the right solution for you.

PEER PRODUCT REVIEWS: written by houses of worship for houses of worship, these practical reviews showcase how your product is being used, why it was the best solution for the reviewers needs, what was involved in training volunteers to use it effectively, etc.

OUT OF THE BOX: if you have a new product you are looking to introduce, Out of the Box offers a preview of the product, including specs, important to the house of worship, and includes a shipping date.

CHURCH TECHNOLOGY SPOTLIGHTS: our monthly feature article, the Tech Spotlights showcase a house of worship and how they are using different technologies to grow and augment their ministry. Bylined by the church, the Tech Spotlight includes a complete gear list and a Q&A with the integrator.

CASE STUDIES: these problem/ solution case studies are told from two different points of view – the house of worship looking to find a reliable solution for a specific issue, and the installer and/or manufacturer who provided that solution.

INSTALLS: featuring recent installations at a house of worship, installs showcase viable solutions for ministry and highlight how other churches are implementing new gear.

PRODUCT NEWS: our monthly product news section features a product image, name and url of new products we feel will make an impact with our readers.

Q&A OPPORTUNITIES: running in our digital magazine, our manufacturer Q&A's allow you to showcase new products and discuss why your brand is a reliable choice for houses of worship.

IMAGE CAROUSELS AND VIDEOS: using LAYAR, an augmented reality app that allows you to turn any printed page into a media-rich experience. We can add image carousels and videos to any article, install, tech spotlight or review.

For 26 years, Technologies for Worship Magazine has been the go-to educational resource for houses of worship of all sizes. Readers spend more time with our magazine, which means the retention value for your advertising message has increased. With the introduction of Out of the Box product previews and Case Studies, the continued popularity of our Peer Reviews, Church Tech Spotlights, installs and Q&A's, and the growth of our augmented reality LAYAR app, Technologies for Worship offers more editorial opportunities to our advertisers than ever before.

WHO READS TFWM?

- Lead pastors
- Worship pastors
- Tech Teams
- Church sound engineers
- Worship lighting engineers
- Worship teams
- Media teams
- Production co-ordinators
- Videographers
- Volunteers
- Contractors
- Consultants
- Integrators

TECHNOLOGIES FOR WORSHIP 2018

AD DEADLINES & BONUS DISTRIBUTION

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	STREET-DATE	BONUS DISTRIBUTION
JANUARY	1/16/2018	1/18/2018	1/31/2018	USITT
FEBRUARY (Digital Only)	2/6/2018	2/8/2018	2/15/2018	
MARCH	2/26/2018	2/28/2018	3/9/2018	NAB
APRIL	3/26/2018	3/28/2018	4/11/2018	
MAY	4/23/2018	4/25/2018	5/9/2018	InfoComm
JUNE	5/28/2018	5/30/2018	6/13/2018	Summer NAMM
JULY	6/26/2018	6/28/2018	7/11/2018	
AUGUST (Digital Only)	7/31/2018	8/2/2018	8/9/2018	
SEPTEMBER	8/28/2018	8/30/2018	9/10/2018	LDI
OCTOBER	9/25/2018	9/27/2018	10/11/2018	WFX
NOVEMBER	10/30/2018	11/1/2018	11/12/2018	
DECEMBER	11/27/2018	11/29/2018	12/10/2018	Winter NAMM/ AES

TECHNOLOGIES FOR WORSHIP 2018

AD RATES *Print*

All rates are net USD.

FREQUENCY	1X	3X	6X	10X
Full page	$2130	$1970	$1830	$1700
2/3 page	1910	1780	1640	1510
1/2 page	1780	1640	1510	1370
1/3 page	1590	1460	1350	1180
1/4 page	1450	1320	1180	1050
1/6 page	1050	970	920	835

AD MECHANICALS

Space Unit	Width & Depth
Page bleed (untrimmed):	$8^{5/8}''$ x $11^{1/8}''$
Trim Size:	$8^{3/8}''$ x $10^{7/8}''$
Live Matter:	$7''$ x $9^{1/2}''$
2/3 page (bleed)	$5^{9/16}''$ x $11^{1/8}''$
2/3 page	$4^{3/4}''$ x $9^{1/2}''$
1/2 page vertical	$3^{1/2}''$ x $9^{1/2}''$
1/2 page vertical (bleed)	$4^{1/4}''$ x $11^{1/8}''$
1/2 page horizontal	$7''$ x $5''$
1/2 page horizontal (bleed)	$8^{5/8}''$ x $5^{7/8}''$
1/2 page island	$4^{3/4}''$ x $7''$
1/3 page	$4^{3/4}''$ x $5''$
1/3 page vertical	$2^{1/4}''$ x $9^{1/2}''$
1/3 page horizontal	$7''$ x $3^{3/8}''$
1/3 page horizontal (bleed)	$8^{5/8}''$ x $3^{5/8}''$
1/4 page	$3^{1/2}''$ $5''$
1/4 page horizontal	$7''$ x $2^{1/4}''$
1/6 page (vertical only)	$2^{1/4}''$ x $4^{3/4}''$

Ad layout diagrams: 2/3 page (bleed), 2/3 page, 1/2 page vertical, 1/2 page vertical (bleed), 1/2 page horizontal, 1/2 page horizontal bleed, 1/2 page island, 1/3 page, 1/3 page vertical, 1/3 page horizontal, 1/3 page horizontal bleed, 1/4 page
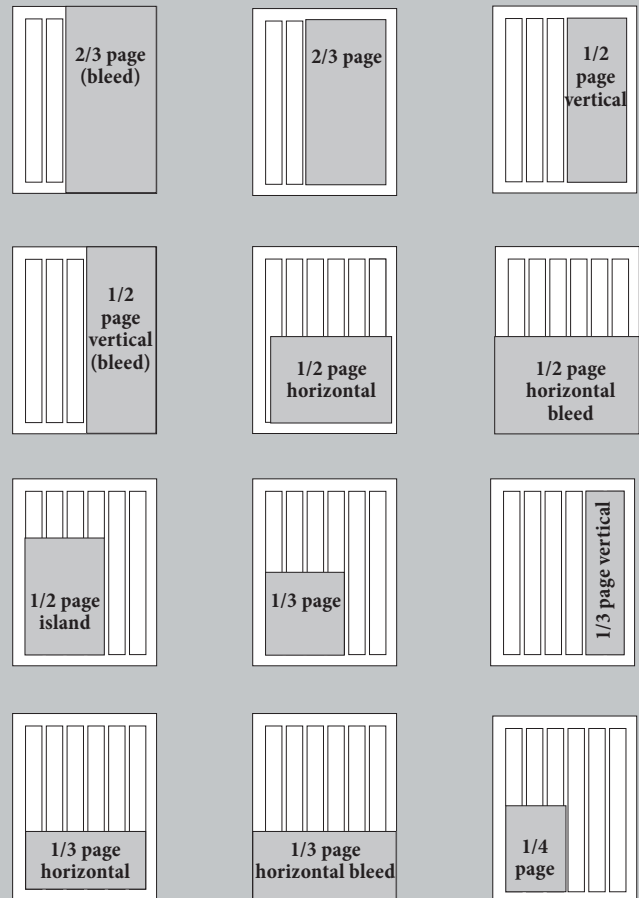
TFWM will accept press-ready, high resolution PDF files* via FTP upload or Email (size permitting)

* Be sure to convert all Spot colors to Process CMYK before creating the PDF

FTP TRANSFER INFORMATION:
Send files to TFWM using LoadingDock online:
www.kimhunt.loadingdock.ca

TECHNOLOGIES FOR WORSHIP 2018

MAGAZINE: DIGITAL

Available on multiple platforms (computer, tablet, smartphone)

Sharable through social media via the accessible tool bar at the top of the magazine desktop.

MAXIMIZE YOUR ADVERTISING IMPACT WITH THE FOLLOWING:

- *VIDEOS PLACEMENT*
- *DIGITAL BELLYBAND*
- *FLY-INS*
- *SLIDESHOWS*
- *SKYSCRAPER AND BANNER ADS*
- *POP UP AD CARD*
- *IFRAMED DYNAMIC WEB SITE*
- *ANIMATED ADS*
- *AUDIO*
- *LIVE LINKS*
- *FLASH ANIMATIONS*

OUR DIGITAL EDITION IS ALSO:

Keyword searchable

Downloadable as individual pages or full issue PDFs

Archived and can be viewed long after the issue date

43,265
READERS, MONTHLY

OVER
1,104,150
IMPRESSIONS PER ISSUE

READ IN
102
COUNTRIES

TECHNOLOGIES FOR WORSHIP 2018

AD RATES
Magazine Digital

All rates are net USD.

FREQUENCY	1X	3X	6X	10X
Full page	$1100	$1060	$1010	$880
2/3 page	885	825	790	715
1/2 page	810	750	720	650
1/3 page	730	640	615	540
1/4 page	580	520	495	430

FILE SPECS

Animations:

SWF (frame rate must be 50fps, please make files compatible with flash version 9+)

SWF files that exceed 1Mb in size may download slowly in the reader, and may cause the reading / interactivity performance in the reader to become degraded. SWF files containing large, high-quality images or high amounts of vector shapes (including extremely complex shapes) may also cause this issue.

Image size:

Images must be less than 2000 pixels in width or height.

Colour format:

Please ensure all uploaded images are in RGB format.

* Maximum file size: 40Mb

TECHNOLOGIES FOR WORSHIP 2018

AUDIO Editorial

JANUARY

MICROPHONES Deep Dive: Polar Patterns
AUDIO GENERAL Designing Audio Systems for Churches
AUDIO CONSOLES Breaking Down the Digital Console
LOUDSPEAKERS Loudspeaker Placement - Hanging vs Wallmount
ASSISTIVE LISTENING The Lastest in ALD
INTERCOMS Intercom Training for Beginners

FEBRUARY

MICROPHONES USB/Podcast Mic Roundup
AUDIO CONSOLES Choosing the Right Console
LOUDSPEAKERS Inside the Box - What does it mean

MARCH

MICROPHONES Building a Wireless Network
AUDIO CONSOLES Broadcast Console Roundup
LOUDSPEAKERS Loudspeaker Options for Traditional Spaces
INTERCOMS Networking Your 'Com System

APRIL

MICROPHONES Microphone Responses and Measurements
AUDIO GENERAL Audio Signal Flow
AUDIO CONSOLES Rack Mixers and their Benefits
LOUDSPEAKERS Understanding Speaker Specs
ASSISTIVE LISTENING AL Roundup

MAY

MICROPHONES Headset vs Lav vs Handheld
AUDIO CONSOLES When is it Time to Get a Broadcast Mixer
LOUDSPEAKERS Studio Monitors
INTERCOMS Planning for Future Upgrades

JUNE

MICROPHONES Different Mics and Their Uses
AUDIO GENERAL What is an Audio Interface
AUDIO CONSOLES Trouble Shooting Your Digital Console
LOUDSPEAKERS Line Array Loudspeaker Roundup

JULY

MICROPHONES Instrument Mics Roundup
AUDIO CONSOLES Features Your Digital Console MUST Have
LOUDSPEAKERS Dipole vs. Bipole vs Monopole
ASSISTIVE LISTENING ALD Systems and Translation

AUGUST

MICROPHONES Understanding Polar Patterns
AUDIO CONSOLES Getting the Best Live Mix/How to Achieve Mix Clarity
LOUDSPEAKERS InWall Speakers
INTERCOMS Intercom Case Study

SEPTEMBER

MICROPHONES Proper Mic Placement & Technique
AUDIO GENERAL Volunteer Friendly PA Systems
AUDIO CONSOLES Portable Console Roundup
LOUDSPEAKERS Matching Amplifier Power to Loudspeakers

OCTOBER

MICROPHONES Common Mic Mistakes
AUDIO GENERAL Recording Your Worship Band's Original Music
AUDIO CONSOLES Mixers and Your PlugIns
LOUDSPEAKERS Sealed vs Ported Speakers
INTERCOMS Best Coms for Portable Churches

NOVEMBER

MICROPHONES Mic'ing the Worship Band
AUDIO CONSOLES EQ and Compression for Your Worship Band
LOUDSPEAKERS Why Room Acoustics Affects Loudspeakers
ASSISTIVE LISTENING Importance of ALD

DECEMBER

MICROPHONES Making Sure Your Mics are 'Legal'
AUDIO GENERAL Setting Up a Campus Wide Audio Network
AUDIO CONSOLES Virtual Racks
LOUDSPEAKERS Loudspeaker Case Study
INTERCOMS What is a Matrix System?

TECHNOLOGIES FOR WORSHIP 2018

LIGHTING *Editorial*

TECHNOLOGIES FOR WORSHIP 2018

VIDEO & BROADCAST *Editorial*

JANUARY
CAMERAS The Latest Camera Tech
VIDEO SWITCHERS/SCALERS Video Switcher/Scalers - The Backbone of Your Video Flow
STREAMING Streaming Workflow
VIDEO WALLS Getting Creative with Your Video Wall
SCREENS AND PROJECTION Understanding Screen Materials

FEBRUARY
CAMERAS Choosing the Right Lens for the Job
STREAMING Streaming Service Providers 101
VIDEO WALLS Video Wall Workflow
SCREENS AND PROJECTION Safely Mounting Your Screens

MARCH
CAMERAS Mini-Camera Placement Options
VIDEO WALLS How Long Should an LED Wall Last?
SCREENS AND PROJECTION Projector Roundup

APRIL
CAMERAS HD/Ultra HD/4K Camera Roundup
VIDEO SWITCHERS/SCALERS Video Switcher - What's Next?
STREAMING When to Take Your Stream to the Next Level
VIDEO WALLS Cost-Saving Benefits of LED Walls
SCREENS AND PROJECTION The Latest in Lampless Projection

MAY
CAMERAS Basic Camera Setup
VIDEO SWITCHERS/SCALERS Video Switcher Roundup
STREAMING Professional Streaming on a Budget
SCREENS AND PROJECTION Projector and Screen Maintenance

JUNE
CAMERAS Understanding Camera Specs
VIDEO WALLS Basic LED Wall Setup and Connection
SCREENS AND PROJECTION Safely Hanging Your Projectors

JULY
CAMERAS PTZ and Controls
STREAMING Portable Church Streaming
VIDEO WALLS Using LED Walls in Set Design
SCREENS AND PROJECTION Trouble Shooting Your Projection System

AUGUST
VIDEO SWITCHERS/SCALERS Understanding Terminology
VIDEO WALLS LED Wall Case Study

SEPTEMBER
CAMERAS Editing in Camera
STREAMING The Best Streaming Cameras
VIDEO WALLS LED Wall Tech Update
SCREENS AND PROJECTION Using Projectors as Part of Your Lighting Design

OCTOBER
CAMERAS Camera Terminology Primer for Volunteers
VIDEO SWITCHERS/SCALERS Your Video Workflow from A-Z
VIDEO WALLS Can LED Walls Be Part of Your Lighting Display

NOVEMBER
CAMERAS Best Cameras for the Portable Church
VIDEO WALLS Video Panel Roundup

DECEMBER
CAMERAS Broadcast Flowchart
STREAMING Streaming Case Study
VIDEO WALLS Video Conversion and Your LED Wall
SCREENS AND PROJECTION Environmental Projection - What's New

E-BLASTS
Related Services

- 9,212 verified opt-in readers*

- Open rates average 15.9%

- Click-thrus average 5.42%, and are in some cases higher than the industry average**

- E-blast system allows for address seeding

- A/B testing available

- Perfect when launching a new product, announcing a training event or getting the word out about your new website

- TFWM email procedure adheres to all CAN-SPAM laws

only $1200

HTML FORMAT

- Content can be up to 800 pixels wide. That includes images, text and any formatted charts or tables.
- Cannot include "?" or spaces within the link; Substitute dashes for any ?., no hyper-text.
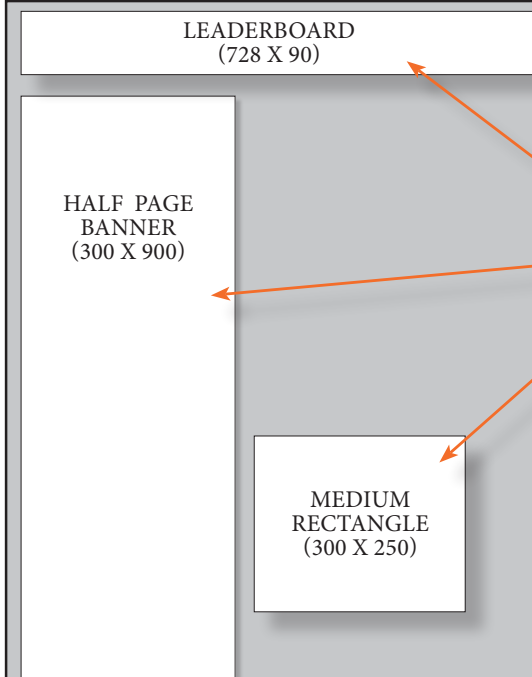 Please make sure all images are included with active links within the html.

PLEASE NOTE: Dynamic HTML links will not work. If the destination URL contains a question mark "?" then it will not operate properly. Also, no JAVA SCRIPT please.

* As of October 3, 2017. **Industry Averages for open rates derived from MailChimp (http://mailchimp.com/resources/research/email-marketing-benchmarks-by-industry/)

TECHNOLOGIES FOR WORSHIP 2018

TFWM dot COM
Online

Updated daily, TFWM.com was designed with both our audience and media partners in mind. Media partners can now load their own product, industry and install news immediately to our site, submit information for our events calendar page, and showcase new TFWM products in our featured products and dot com video section. Different banner sizes and placement options allow you to cater your banners to your audience, and we now have the ability to target specific pages on our site with your message. In the past year, our readership has averaged 19,457 unique monthly readers and 52,604 monthly page views. Our new social media links mean advertisers can share pages via social media sites including Facebook, Twitter, LinkedIn, Digg, Google + and Pinterest. Maximize your brand awareness on TFWM.com

LEADERBOARD
(728 X 90)

HALF PAGE BANNER
(300 X 900)

MEDIUM RECTANGLE
(300 X 250)

BANNER PLACEMENT & RATES:

PIXEL SIZE POSTION MONTHLY RATE

728 x 90 px	**'LEADERBOARD'** 3 positions: Top Center, Rotational	**$750**
300 x 900 px	**'HALF PAGE BANNER'** 2 positions: Right Side, Rotational	**$1200**
300 x 250 px	**'MEDIUM RECTANGLE'** 2 positions: Right Side, Rotational	**$1000**

FILE FORMATS:

jpg or gif at resolution of 72 dpi. max file size of 40 kb.

Flash and Java accepted if URL link is embedded*

3 repetitions max. in animations

*Click through reporting not available on JAVA or Flash banners

TECHNOLOGIES FOR WORSHIP 2018

Apps

LIGHT IT UP!

PROBABLY THE BEST LIGHTING APP IN THE WORLD!

- Over 4000 users world-wide and growing

- Designed for lighting designers

- Features hundreds of lighting manufacturers and thousands of products

- Offers complete searchability for all types of lighting products

- Provides full specifications for each piece of gear, including full-color photos, complete descriptions, specifications, DMX channels, manual downloads, and where to purchase

- Growing list of over 5000 Integrators

- Listings are FREE for all manufacturers, resellers, and integrators

- Banner positions available

- Regular weekly updates to our comprehensive databases means Light It Up! is always current

FEATURES:

- COMPREHENSIVE PRODUCT DATABASE, WITH THOUSANDS OF PRODUCTS REPRESENTED

- KEY-WORD SEARCHABLE

- PRODUCT SEARCHES INCLUDE COLOR PHOTOS, DESCRIPTIONS, SPECIFICATIONS, DMX (WHERE APPLICABLE), DOWNLOADABLE PRODUCT MANUALS (IF AVAILABLE), AND WHERE TO BUY

- VIEW VIDEOS, REVIEWS AND OTHER MEDIA FOR DIFFERENT PRODUCTS, WHERE AVAILABLE

- OVER 5,000 INTEGRATORS, INCLUDING CONTACT INFORMATION AND WEBSITE LINKS DIRECT TO THE COMPANY, AND A GROWING LIST OF RESELLERS AND RENTAL HOUSES

- COMPREHENSIVE GLOSSARY OF LIGHTING TERMS IN THE LIGHT IT UP! APP

BANNER SIZES:

300 x 250 px	$500 / month
640 x 100 px	$375 / month

TECHNOLOGIES FOR WORSHIP 2018

Apps

TURN IT UP!

New This Year

PROBABLY THE BEST AUDIO APP IN THE WORLD!

- Designed for audio technicians

- Features hundreds of audio manufacturers and thousands of products

- Offers complete searchability for all types of lighting products

- Provides full specifications for each piece of gear, including full-color photos, complete descriptions, specifications, manual downloads, and where to purchase

- Growing list of over 5000 Integrators

- Listings are FREE for all manufacturers, resellers, and integrators

- Banner positions available

- Regular weekly updates to our comprehensive databases means Audio It Up! is always current

TFW SOUND RESOURCE

TECHNOLOGIES FOR WORSHIP

TURN IT UP
AUDIO RESOURCE

MICROPHONES · LOUDSPEAKERS · POWER DIST/RACKS

INT/ASSIST LISTENING · GLOSSARY

BANNER SIZES:
300 x 250 px $500 / month
640 x 100 px $375 / month

FEATURES:

- COMPREHENSIVE PRODUCT DATABASE, WITH THOUSANDS OF PRODUCTS REPRESENTED

- KEY-WORD SEARCHABLE

- PRODUCT SEARCHES INCLUDE COLOR PHOTOS, DESCRIPTIONS, SPECIFICATIONS, DOWNLOAD-ABLE PRODUCT MANUALS (IF AVAILABLE), AND WHERE TO BUY

- VIEW VIDEOS, REVIEWS AND OTHER MEDIA FOR DIFFERENT PRODUCTS, WHERE AVAILABLE

- OVER 5,000 INTEGRATORS, INCLUDING CONTACT INFOR-MATION AND WEBSITE LINKS DIRECT TO THE COMPANY, AND A GROWING LIST OF RESELLERS AND RENTAL HOUSES