



# **OUTREACH<sup>®</sup>**

Reach Growing Churches & Outreach Customers  
The Highest Qualified List You Can Reach

**2020 ADVERTISING PACKAGES**

## W E L C O M E

### OUR MISSION IS TO HELP YOUR MISSION

Outreach Inc. was founded to help churches and ministries reach more people with the good news of Jesus Christ. Over the last 24 years, Outreach has grown to be the largest church communication company in the world with 5 different divisions.

The Outreach Marketing division provides a broad range of high-quality print and digital communication and evangelism tools to over 140,000 evangelistically-focused churches across the U.S. Working with all Bible-believing Christian churches from over 150 denominations, Outreach Marketing can help increase your visibility to leaders of large and small churches.

### OUR AUDIENCE

#### **The Outreach.com customer list include:**

- Senior Pastors
- Outreach Pastors
- Church Planters
- Denominational Officials
- Para-church Leaders
- Buyers for Churches
- Church Administrators
- Youth Leaders
- Childrens Leaders
- Worship Leaders
- Other

#### **Churches from over 150 denominations including:**

- Assemblies of God
- Southern Baptist Convention
- United Methodist Church
- Non-Denominational
- Church of God in Christ
- National Baptist Convention
- Presbyterian Churches
- Catholic Churches
- Adventist Churches
- Apostolic Churches
- Brethern Churches
- Lutheran Churches
- And More



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# REACH YOUR AUDIENCE WITH EMAIL

Our email list consists of Outreach.com customers and prospects. Each of the lists below have a weekly frequency and vary in size and focus.

## Dedicated Email

### Per Send

Secure one of two available opportunities to send a dedicated email to one of our key email distribution lists. You provide the copy & images for a text email or full HTML and link the audience wherever you'd like. Four separate email lists are available (see below).

- Specs: 600px wide, 72 DPI
- Investments:
  - Promotional Offers List to 80k: \$4,000
  - Outreach Weekly List to 100k: \$5,000
  - Films List to 45k: \$2,250
  - Weekly Deals List to 100k: \$5,000

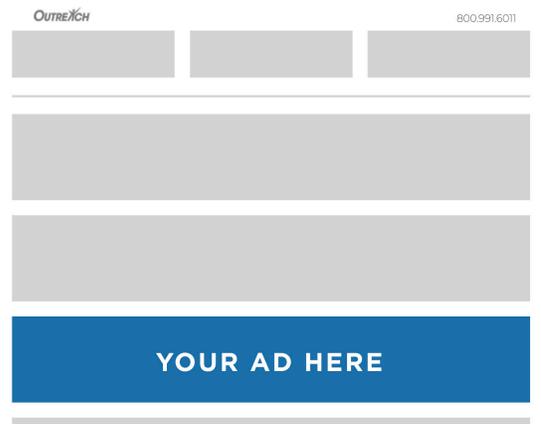


## Email Display Ad

### Monthly

Secure one of four available "Featured Partners" slots for one of our key email distribution lists for an entire month! You provide the graphics and we'll link directly to an external landing page of your choice. Four separate email lists are available (see below).

- Specs: 600px X 150px, 72 DPI
- Investments:
  - Promotional Offers List to 80k: \$2,400
  - Outreach Weekly List to 100k: \$3,000
  - Films List to 45k: \$1,350
  - Weekly Deals List to 100k: \$3,000



**Have Questions?**

Email us at: [Advertise@outreach.com](mailto:Advertise@outreach.com)

# Social Media Advertising

We can run various types of social media campaigns for you depending on your goals and objectives. Whether it be creating a lookalike audience based on our customer profiles, a geo-targeted campaign or a demographic focus, we can do this for you.

- Investment: Each campaign is custom and priced per project



# Print Advertising - Mailer/Catalog

Get directly in front of church buyers with a print ad in one of our seasonal mailers. These mailers reach over 35,000 of our top customers and prospects three times per year.

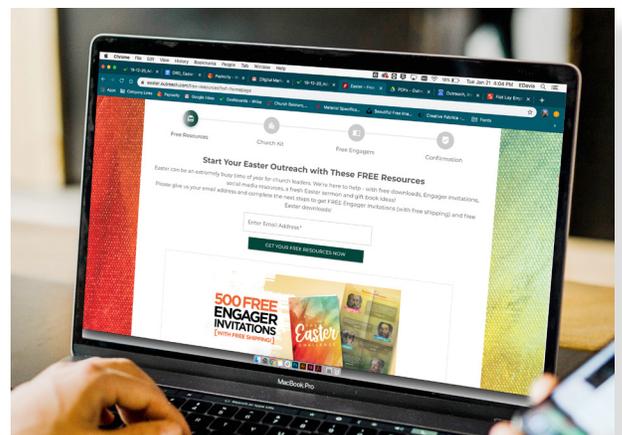
- Specs/Investment:
  - 1/4 Jumbo catalog ad 10.25" X 4", \$1,875
  - 1/2 Jumbo catalog ad 10.25" X 8", \$3,750
  - Full Jumbo catalog ad 10.25" X 16", \$7,500



# Wizard Inclusion Outreach Customer Journey

Include a free offer as part of a larger free download package that we include in one of our three seasonal customer journeys which we call a "Wizard." This is an opportunity to build your company or campaign branding and get your message downloaded by 10,000+ church buyers. We market our seasonal wizard for a minimum of 8 weeks leading up to Easter, Back To Church Sunday and Christmas.

- Specs: You provide a free digital offer and related graphics
- Investments: \$10,000

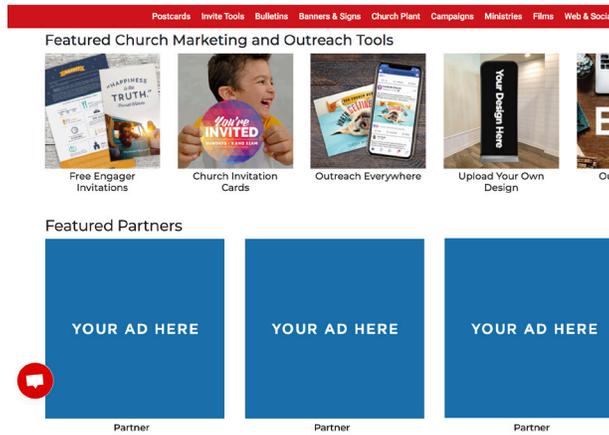


## Outreach.com - Featured Partners Block

### Homepage

Get one of four available "Featured Partners" blocks on the homepage of Outreach.com for a full month! You provide the graphic and we'll link directly to an external landing page of your choice.

- Specs: 300px X 300px, 72 DPI
- Investments: \$2,500 monthly
- Over 1 million visitors per year!

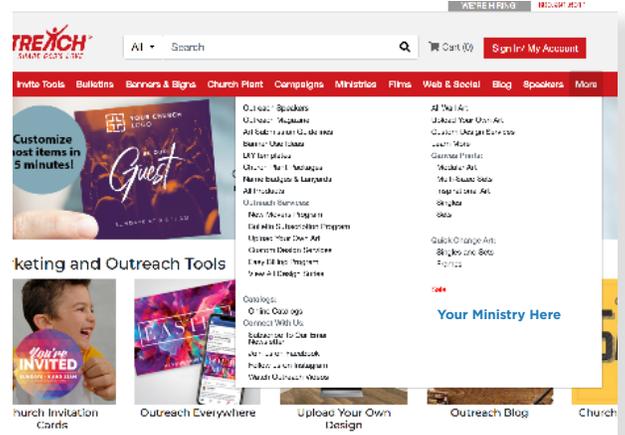


## Outreach.com - Top Navigation

### Quarterly

Promote your initiative with a text link in a "Featured Partners" section of one of our top navigation dropdowns on Outreach.com. You may want to include a new book in the navigation of our "Campaigns/Books" section, a new movie coming to theaters or a newly released DVD in our "Films" section, or simply highlight your organization in our "Ministries" section. We will link directly to an external landing page of your choice.

- Investments: \$1,000 quarterly
- Over 1 million visitors per year!



## Box Stuffers

### Seasonally

Place a designed flyer into 10,000 boxes for customer orders. Send us the printed flyer and our team will insert them into boxes as orders get picked, packed and shipped to church customers. Three seasons are available: January 1 - April 30 (Easter), May 1 - September 30 (Summer/Fall), October 1 - December 31 (Advent/Christmas).

- Specs: 5" X 7" max size
- Investment: \$5,000 seasonally



## Phone - Ringless Voicemail

### Per Send

We will do an audio recording based off a provided script (or you can send an audio file) and we will send a ringless voicemail to 10,000 of our top customers. The phone does not ring, it will just pop up as a voicemail on their phone. We can reach more than 10K customers but this is priced in blocks of 10K.

- Specs: You will provide either a script or audio file.
- Investments: \$2,000



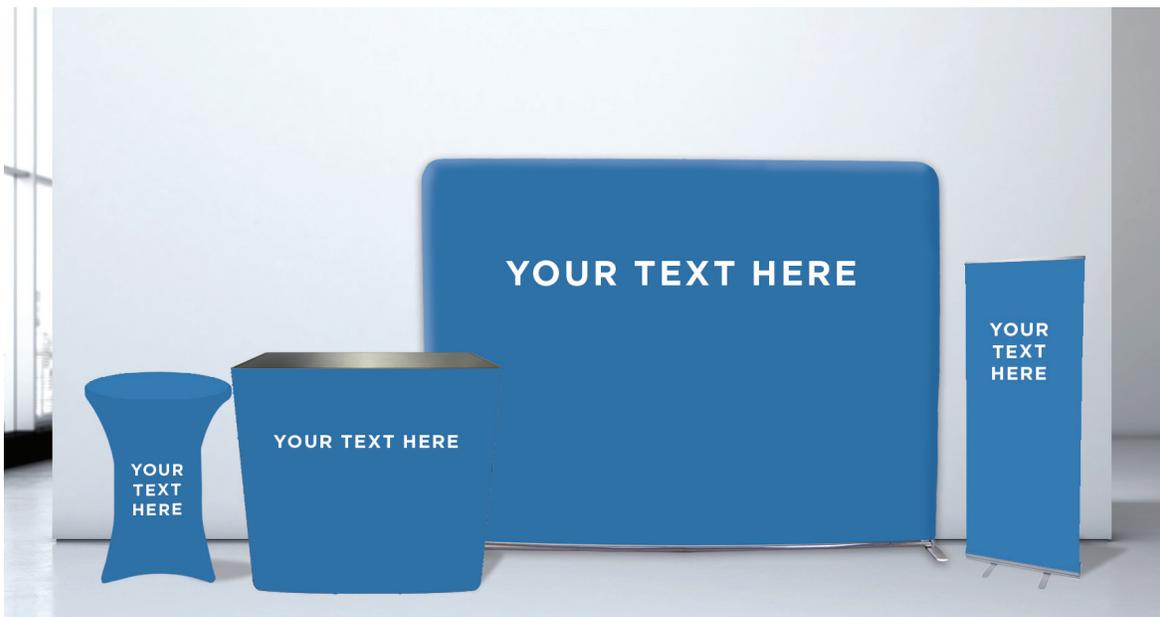
## Outreach Customer Mailing List & Direct Mail

Send a postcard mailing to a list of some of the top outreach oriented churches in America. We can provide a design template for your team to use to create the postcard. We will handle the printing, provide the mailing list, do the inkjet addressing, help with all the USPS paperwork and get it shipped out. Pricing will vary on card size and quantity.



## Banners & Signage

We can help with any of your banner and signage needs. We offer both vinyl and fabric printing on many standard sizes. These are great for special events like conferences as well as indoor branding.





# SUMMIT SPONSOR PACKAGES

Sponsorship packages are now available for our 2020 Outreach Summit taking place October 6-8, 2020 in Colorado Springs. In 2020, we have an expected attendance of 200 - 300 pastors and ministry leaders. In addition, all 100 of the 2020 Outreach Fastest-Growing Church leaders will be invited to the Outreach Gathering, an invitation-only pre-event. Learn more at OutreachSummit.org.

## Standard Booth Package

8 available - \$2,500

- 10 x 10 Booth
- Two exhibitor registrations
- Logo placement on OutreachSummit.org website, in program booklet and on event signage.

## Gold Booth Package

4 Available - \$9,500

- 10 x 10 Booth
- 60-second Promo Video
- Thank You mention from Stage
- Full page ad in Conference Booklet (5.5 x 8.5)
- On screen Break Slide (still)
- Three exhibitor registrations
- Registration Bag insert for The Outreach Summit and The Outreach 100 Gathering pre-conference event
- Access to attendee registration email list
- Logo Placement on OutreachSummit.org website, in program booklet and on event signage

## Silver Booth Package

6 Available - \$4,500

- 10 x 10 Booth
- 30-second Promo Video
- Full page ad in Conference Booklet (5.5 x 8.5)
- Two exhibitor registrations
- Registration Bag insert for The Outreach Summit
- Logo placement on OutreachSummit.org website, in program booklet and on event signage.

## Platinum Booth Package

2 Available - \$14,500

- 10 x 20 Booth
- 3-5 minute Onstage Presentation
- 60-second Promo Video
- Thank You mention from Stage
- Full page ad in Conference Booklet (5.5 x 8.5)
- On screen Break Slide (still)
- Four exhibitor registrations
- Registration Bag insert for The Outreach Summit and The Outreach 100 Gathering pre-conference event
- Pre-event and Post-event email send from Conference
- Access to attendee registration email list
- Large Logo Placement on OutreachSummit.org website, in program booklet and on event signage
- Lunch Sponsorship - Stage Thank You and Signage on Food Tables with your logo. (we will provide the food)

## Add-Ons

Add any of the following to any sponsor package above:

### • Badge Sponsor - 1 available

Your design on one side of the attendee name badge. Also includes branded lanyards with your logo. \$2500

### • Registration Bag Sponsor - 1 available

Your logo will be prominently featured on the conference gift bag along with the Summit Logo. \$2500

### • Table Sponsor - 5 available

Reserve a table for 6 directly in front of the stage.

Includes 6 registration tickets. Invite customers, friends or whomever you want to sit at your table. Includes Branded Reserved sign. \$1500

• **Extra Program Ad** - Add a full-page ad in the conference booklet. \$750

• **Seat Drop - 5 Available** - Have a flyer, postcard, brochure or book distributed to every attendee during a break. \$1500

• **Lunch Session Presentation - 1 available.** Introduce yourself and showcase your products/ministry with a 10-12 minute on-stage presentation during lunch on Wednesday. \$5000.

• **Extra Item in the Registration Bag - 5 available**  
Add an item to the Registration Bag. \$1000



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