



www.DetroitGospel.com

Do you want to reach a targeted audience of individuals who are interested in family-oriented entertainment, products, and services?

Mailing Address:
18701 Grand River #134
Detroit, MI 48223
Telephone (313) 833-3555
FAX (313) 833-9355

**DETROITGOSPEL.COM RETAIL
ADVERTISING RATE CARD**

Rate Card Available Online at: www.detroitgospel.com
Rate Card #4 Effective January 1, 2007

Street Address:
The Masonic Temple
500 Temple Ave
Suite 600M
Detroit, MI 48201

WEBSITE INFORMATION & STATISTICS

Site Name: Detroit Gospel.com
URL: www.detroitgospel.com
Launch Date: February 1, 2004
Site Description: Providing Information ON, Resources FOR, and Exposure TO the Detroit Gospel Music Industry.

Average Monthly Visits: >20,000
Average Monthly Page Views: >40,000
Average Hits Per Month: >864,000
Radio Show Listenership: >10,000 per week
Newsletter Subscribers: >8,000 and growing!

Target Market: Urban contemporary gospel entertainment enthusiasts.

Unique Features:

- Visitor-populated Calendar of Events, Classified ads, and Discussion Board
- Original content, interviews, and articles
- Gospel news and information
- Local and national gospel industry resources

CONTACT PERSON

Keith Crosby – Sales & Marketing Manager
Phone: (313) 833-3555
Email: keith@detroitgospel.com

TERMS OF PAYMENT

All prices are in U.S. dollars. We accept credit cards over the phone, check and money orders by mail, cash at our office, and PayPal payments via the Internet. All payments are required to be made prior to the start of any promotional campaigns.

DISCLAIMERS

Website shall not be liable for any error or omissions. All advertising is accepted subject to the approval of the website, who at all times shall have the right to revise or reject in whole or in part any advertisement which the website determines is not consistent with the best interests and policy of the website. Advertiser represents that all advertising copy is truthful, legal, and not misleading.

AD RATES

Dedicated E-Blast

Description: Dedicated email mailing to Detroit Gospel.com subscriber-base
Cost: \$175

Premier Banner Ad

Description: Banner ad running in rotation with other ads
Location: Top of each DetroitGospel.com web page
Dimensions/Size: 600 x 80 pixels / <20kB
Cost: \$150/Month

"Detroit Gospel.com On The Air" Radio Show

Description: Two (2) 60-second advertising spots
Location: Weekly radio show (each Friday from 9PM-11PM on AM 1440-WDRJ "Detroit Rejoice")
Cost: \$100 for two (2) 60-second ads (copy for radio show host to read on air, or produced spot required)

Banner Ad Creation

Description: Creation of premier or newsletter banner ad based on graphics provided by client
Dimensions: premier banner: 600 x 80 pixels;
newsletter ad: 468 x 60 pixels
Cost: \$100/Ad

E-Newsletter Ad

Description: Banner ad running in the context of the monthly DetroitGospel.com e-newsletter
Dimensions/Size: 468 x 60 pixels / <20kB
Cost: \$75/Month

Electronic Press Kit (EPK)

Description: Online/digital media kit
Location: Website page
Cost: \$500

Website Banner Ad Location



Sample E-Blast

