

Advertiser's Kit

January 2006

Thank you for your interest in advertising on FundamentalTop500.com. Our mission is to help the owners of KJV, independent, fundamental Baptist web sites get more exposure and be more effective in reaching people. Our desire is to continue to offer this service free for everyone. Your support in the form of advertising helps us do just that, by supplying the support we need to pay the expenses associated with maintaining, developing, and promoting FundamentalTop500.com.

Demographics

The visitors to FundamentalTop500.com fall into two groups:

1. People looking for KJV, independent, fundamental Baptist web sites and ministries.
2. KJV, independent, fundamental Baptist web developers and web site owners looking for ways to promote their sites.

In 2006 we will be doing some survey work to discover how these two groups break down in terms of percentage of site traffic.

If you want to reach fundamental Baptists and fundamental Baptist web site owners, FundamentalTop500.com offers an excellent opportunity for you to get your message to the people you want to reach.

General Policies

It is the policy of FundamentalTop500.com not to run ads that promote gambling, alcohol use, tobacco use, drug use, immorality, or illegal activity. We actively seek ads that are appropriate and pertinent to our fundamental Baptist audience. All advertising is subject to the approval and sole discretion of the FundamentalTop500.com editors.

Generally, payment is required before an advertising campaign is started. Payment is accepted in the form of money order, check, PayPal, and credit card. Credit card transactions are processed by PayPal but do **not** require the advertiser to have a PayPal account.

Web sites that are not listed on the FundamentalTop500.com listings **are** still eligible to advertise on FundamentalTop500.com. We reserve the right to review and accept or reject potential advertisers at our sole discretion.

Definitions

Not all advertisers are familiar with the *lingo* used in on-line advertising. Below are a few definitions of words that will be helpful for the advertiser to understand.

Pixel: *A unit of measurement for computer images.* One pixel is one dot on the computer screen. On a standard display, 72 pixels equals one inch. This ratio will vary depending on the user's display resolution.

GIF: *A file format for a computer image.* The GIF format is commonly used for images with few colors or with many solid colors. GIF also supports animations (images that move and change), although animation does make the image file size larger and thus extends download time. You can't tell what format an image is in by looking at the image itself – you have to look at the last three letters of the file name. If the file name ends in “.gif” then it is a GIF image.

JPG or JPEG: *A file format for a computer image.* The JPEG format is commonly used for photographs or images with many colors, since it makes these types of images smaller so that they download faster.

Banner: *An image that is wider than it is tall.* Banners are a popular and economic form of advertising on web pages.

Impression: *One display of an advertising image or text on a web page.* Each time a user loads a web page and a banner is displayed on that page, one impression is recorded for that banner. If an advertiser purchases 1,000 impressions of a banner ad, that banner will be displayed on the web site at least 1,000 times, which usually translates into 1,000 different page loads. This doesn't necessarily translate into 1,000 different people seeing the ad, since some people will view more pages and may see the same ad again.

Above the Fold: On the part of the page that someone sees when the web page first loads. Something that is “above the fold” on the web page is seen by the user without having to scroll down.

Below the Fold: On the part of the web page that is not seen when the page first loads. Something that is “below the fold” is seen as the user scrolls down the page.

Advertising Opportunities

We offer several methods for advertisers to communicate their message to our audience.

Banners. FundamentalTop500.com offers traditional banner advertising. Our banners are the standard 468 pixels by 60 pixels size. Banners must be in GIF format and be no larger than 15K in file size. Below is an example banner.



Buttons. Buttons are located in the left-hand column of the web site. They are typically 170 pixels wide and 72 pixels tall. Buttons may be in GIF or JPEG format and must be no larger than 15K in file size. An example button is to the right.



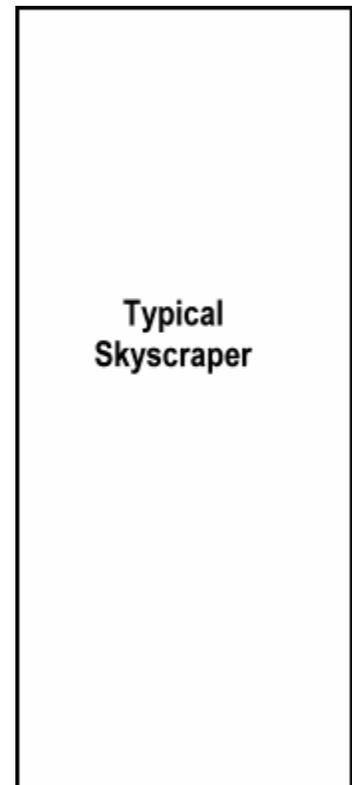
Mini-skyscrapers. These ads are 170 pixels wide and about 144 pixels tall. They are located in the left-hand column. Mini-skyscrapers may be in GIF or JPEG format and must be no larger than 30K in file size.

An example "mini-skyscraper" is to the right.



Skyscrapers. Skyscrapers are our most visible and impressive advertising type. They are located in the left-hand column and are about 400 pixels tall. Skyscraper ads may be in GIF or JPEG format and must be no larger than 100K in file size.

An example skyscraper ad is to the right.



Advertising Packages

Supporting Partner Program

Our Supporting Partner program allows web site owners to support the mission of FundamentalTop500.com while getting a very economical package of benefits, including:

- At least 20,000 displays of the web site's banner
- A discount on some services, such as banner creation
- A listing on the special "Supporters" web page
- Their listing in bold face on the FundamentalTop500.com listings.
- A 10% discount on all advertising they purchase

Memberships are sold for a one-year term. Typically the number of active members is limited in order that we can be certain of delivering all of the benefits we promise.

Advertising Specials

From time to time we offer one or more advertising specials on FundamentalTop500.com. These specials may be special promotions designed to make advertising more affordable for those with smaller budgets, or they may be for new types of advertising that we want to try out. Sometimes they are available only to a limited number of participants. Whatever they happen to be, though, they usually represent very good deals to the budget-conscious advertiser.

Pricing

The table below shows our pricing for the various types of advertising mentioned in this kit.

Advertising Type	Impressions					
	10,000	25,000	50,000	100,000	500,000	1,000,000
Banners, top-of-page	\$52	\$126	\$236	\$406	\$1,717	N/A
Banners, general	\$39	\$86	\$161	\$275	\$1,171	\$2,150
Buttons (atf)	\$56	\$119	\$202	\$344	\$1,464	N/A
Buttons (btf)	\$28	\$59	\$101	\$172	\$732	N/A
Mini-skyscrapers (atf)	\$75	\$159	\$270	\$459	\$1,953	N/A
Mini-skyscrapers (btf)	\$37	\$79	\$135	\$230	\$976	N/A
Skyscrapers (atf)	\$99	\$212	\$361	\$613	\$2,605	N/A
Skyscrapers (btf)	\$49	\$106	\$180	\$306	\$1,302	N/A

atf: Above The Fold, ie. on the part of the web page that the visitor first sees.

btf: Below The Fold, ie. on the part of the web page that the visitor sees as they scroll down.

“General” banners can appear in any banner position throughout the site. “Top-of-page” banners appear only in the top banner positions.

Advertisers who are purchasing advertising for a site that is listed on FundamentalTop500.com are eligible for a 10% discount on all banner advertising and a 5% discount on all other forms of advertising listed on the above chart.

Supporting Partner memberships are \$69 per year.

There is no set-up cost for regular graphic advertising if the advertiser supplies the graphic “ready for the web,” meaning that it is supplied in the right dimensions, the right file format, and meets the maximum file size requirements.

Ads with special components, such as javascript, HTML, or multiple images will have a set-up cost.

Ads with special components, or which exceed the maximum file size for their ad type, will incur a surcharge based on the number of impressions purchased.

Advertising Graphic Creation

FundamentalTop500.com offers full-service advertising graphic creation services to its advertisers. Advertising created for an advertiser becomes the property of the advertiser and may subsequently be used for advertising on other web sites as well.

The ad creation rates below apply to ads that an advertiser plans to run at least once on FundamentalTop500.com.

Banner creation	\$25
Button creation	\$25
Mini-skyscraper creation	\$35
Skyscraper creation	\$45

Advertisements with special components, such as HTML, javascript, etc, will cost extra. The design of these will be billed at \$50/hour.

We will also create ads that are not intended to be run on FundamentalTop500.com, at a slightly higher cost. Please inquire if interested in this service.

Payment

Payment is generally required before an advertising campaign commences. FundamentalTop500.com accepts payments by personal or company check, money order, credit card, PayPal, and e-gold.

Payments by check or money order should be sent to:

Baptist Ministries
P.O. Box 5283
Evansville, IN 47716-5283

Payments by PayPal should be sent to baptistministries@tds.net. We can also generate a PayPal invoice upon request, to make the payment process easier.

Payments by credit card are processed by PayPal but do **not** require you to have a PayPal account. If you would like to pay by credit card, please let us know and we will direct you to a checkout page.

Payments by e-gold should be sent to account 2632950.

For More Information

We are happy to answer your questions regarding advertising on FundamentalTop500.com and to walk you through the process.

If have questions, please contact us at support@FundamentalTop500.com.

FundamentalTop500.com is a project of Baptist Ministries.