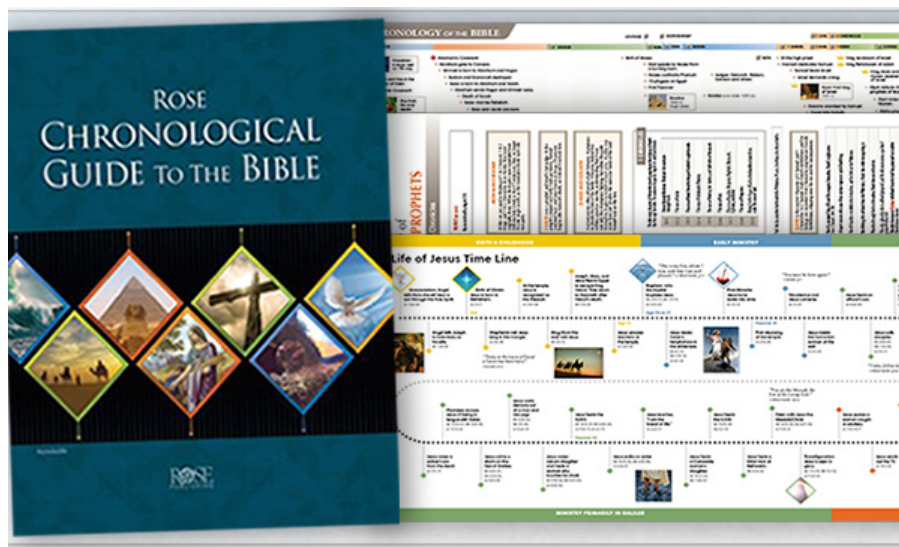


## ADVERTISE WITH US



### who we are

For over 25 years, Rose Publishing has supplied church leaders with easy-to-understand Christian products packed with simple summaries, high-quality graphics, and easy-to-follow charts.

We are the only Christian publisher that specializes in full-color, graphics-rich Bible reference material and teaching resources. We have become a trusted brand amongst pastors, church leaders, and lay leaders across various denominations.

### why choose our email list

As an established, award-winning Christian Publisher for the past 25 years, Rose Publishing serves loyal subscribers who trust our brand, and they know we hold our partners to high standards.

Put plainly, they trust us, so they trust you! See how that converts into more leads, higher revenue, and better results.

### who can you reach

You'll have access to a network of Christian leaders and buyers with tremendous influence and an expressed need for Christian & church resources.

# 225K

CHURCH LEADER AND  
PASTOR EMAIL  
SUBSCRIBERS (SMALLER  
SEGMENTS AVAILABLE)

# 8-10%

AVERAGE OPEN RATES FOR  
DEDICATED EMAILS  
(UNIQUE)

# 82.7%

INTERESTED IN PERSONAL  
BIBLE STUDY

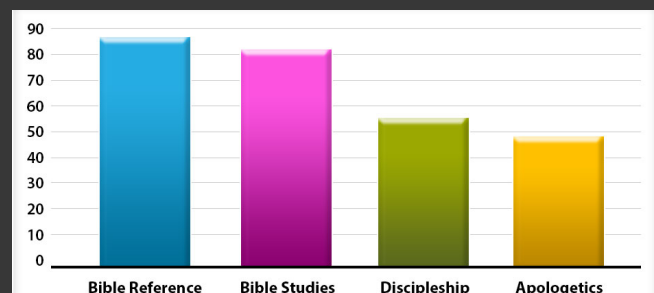
# how does our audience describe themselves?

Here's how they responded:

82.7% are interested in personal Bible study  
17.2% Pastors  
40.7% Small Group/Bible Study Leader  
19.2% Adult Sunday School Teacher  
14.3% Women's Ministry/Men's Ministry Leader  
8% Christian Education Director  
18% Youth/Kid Leader  
16% Christian Counselor

# top interests

Our audience is most interested in Bible reference. They are looking for resources to help them (and those they teach) dig even deeper into the Bible.



## Rose Audience



We target subscribers within the U.S. only.

## DEMOGRAPHICS

52.2% MALE  
47.5% FEMALE

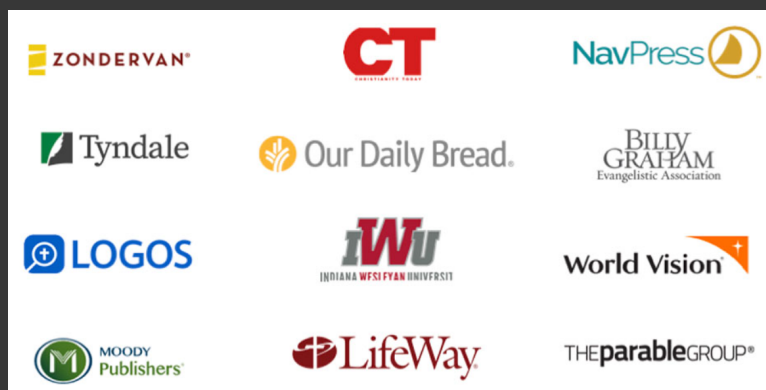
## We are a go-to list for campaigns promoting:

- Free Downloads/Lead Gens
- Bibles
- Christian Colleges/Seminaries
- Online Courses
- Bible Studies
- Bible Reference/Books
- Discipleship Tools
- Non-profits
- Travel/Tours
- And more!

## An Audience of Christian Influencers & Leaders

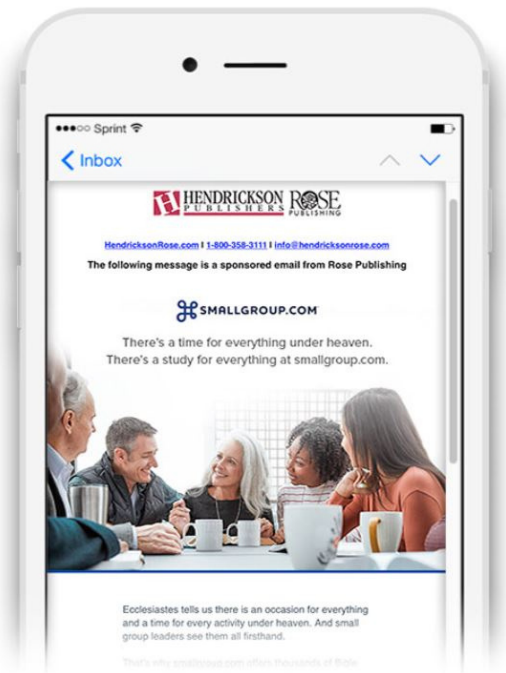
- This is not a “general” Christian list. It’s a list of church leaders.
- Your dedicated eBlast to our list goes directly to:
  - Pastors
  - Small group leaders
  - Directors of Christian education
  - Church staff
  - Sunday school teachers
  - Other lay leaders and volunteers.

## OUR PARTNERS



# Dedicated Email Blasts

## WITH YOUR CUSTOM MESSAGE



### at a glance

#### Reach

235,000 subscribers  
(smaller segments available)

#### Engagement

8-10% average open rate (unique reads.)  
8 to 10% average click-through rate on unique reads.\*

#### Timing

Sent on Wednesdays

#### Goes directly to

Senior pastors, pastors, directors of Christian education, youth pastors, church staff, Sunday school teachers, small group leaders, Bible study leaders, elders, and volunteers.

## DEDICATED EMAIL

Reach church leaders and interested audiences with custom email blasts that exclusively feature your marketing message.

#### A Dedicated eBlast is 100%

- Your Message
- Your Subject Line
- Your Call to Action

Tired of trying to compete for an audience's attention? Unlike banner ads, dedicated eBlasts feature **only your message**, focusing their sole attention on your organization and increasing conversions.

## RENTAL LIST

We are not a general commercialized rental list. As an established Christian Publisher, Rose Publishing serves loyal subscribers who trust our brand and who come to us looking to buy - leading to higher open rates and higher click through rates.

## TESTIMONIAL

*"Looking at signups rolling in so far, this is definitely a new benchmark for us with thousands of actual downloads!"*

-Leanne Snavely, Director of Marketing  
Christianity Today

# PRICING

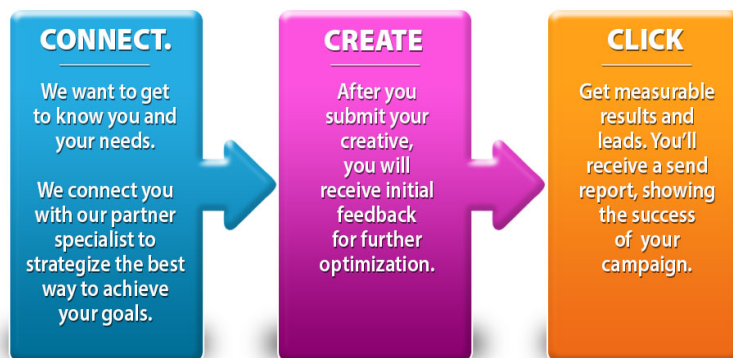
We offer incredible rates all year long. We know that multiple touches with an audience increase brand awareness and campaign success, which is why you save when you invest in multiple sends.

Quantity of Emails	Cost Per Blast, Based On # of Blasts Booked	
	1 or 2 blasts	3 to 5 blasts
45,000*	\$2,423	\$1,800
90,000*	\$4,361	\$3,270
135,000*	\$5,852	\$4,390
180,000*	\$6,885	\$5,150
225,000*	\$7,459	\$5,600

**\*Smaller distributions are a random selection from the entire list. We cannot select based on geography or leadership position .**

## how it works

We help you tailor your message to our audience, so you see the best results.



## specs

- Advertiser provides full HTML and subject line according to our specs and our design guidelines.
- Send all copy and art files two weeks prior to broadcast date.
- Files not meeting our specs will be charged \$75/hr to correct.
- Text, copy, and all graphics should arrive two (2) weeks prior to scheduled broadcast date in order to maintain scheduled broadcast date.

\*Clicks are recorded by Google Analytics tracking provided by the advertiser in their html.

## CONTACT

**Glen Andrews**

Ministry Partner Specialist

877-317-4368

[glenandrews@tyndale.com](mailto:glenandrews@tyndale.com)

Eastvale, CA



*"I have been working in the Christian marketplace for over 20 years, both in the retail environment and now from the publishing side of the equation. I would like the opportunity to dialogue with you, learn about your ministry, and find customized opportunities where we can partner together to benefit both of our organizations and to ultimately further God's Kingdom."*