

TruthMedia

EXPERTS IN ONLINE MINISTRY

Visit us: www.TruthMedia.com – Contact us: marketing@truthmedia.com

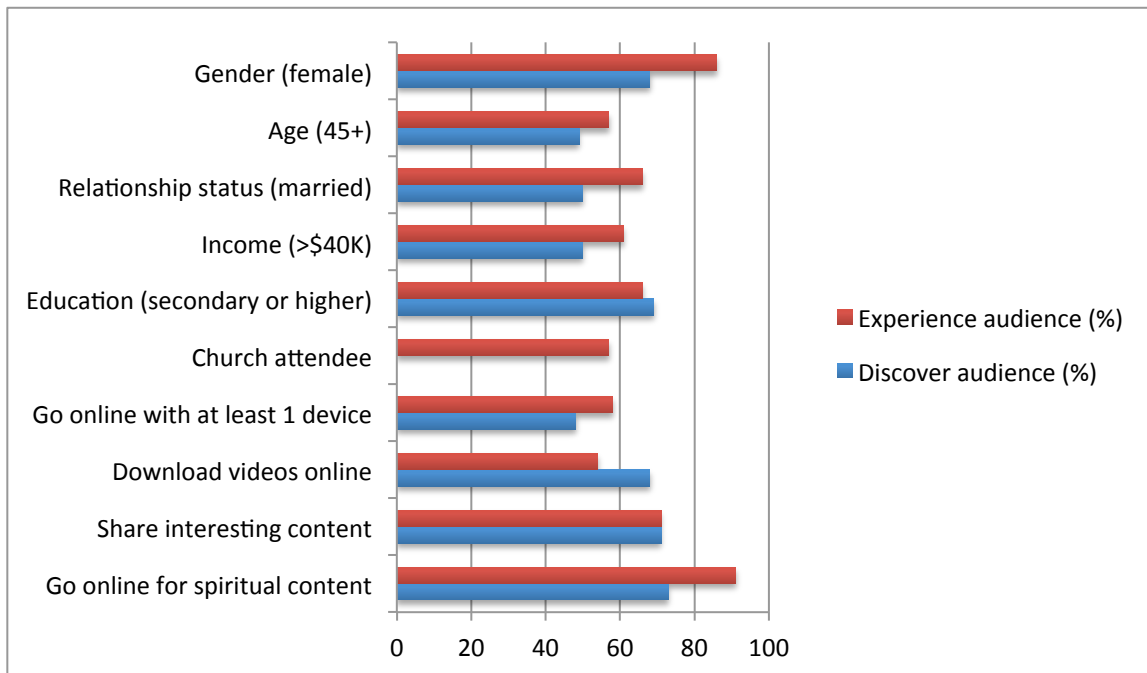
Who We Are

TruthMedia, the online division of [Power to Change](#), is an expert at developing engaging online social communities. Our websites target diverse segments of society and reach **hundreds of thousands of people every month**. We connect a person in need to a committed volunteer who can help them. We provide training, tools, and services to enable you to thrive in an online environment.

TruthMedia is a **non-profit organization** that aims to enhance the lives of people around the world by offering hope and new resources for living. Using the Internet and digital technologies, TruthMedia connects with people through customized written content, videos, chat rooms, one-on-one mentorship, and social networking integration to meet their online needs.

TruthMedia also offers you the **opportunity to advertise** across a number of our sites and in our email newsletters through banner ads and solutions customized to fit your needs.

Our Audience



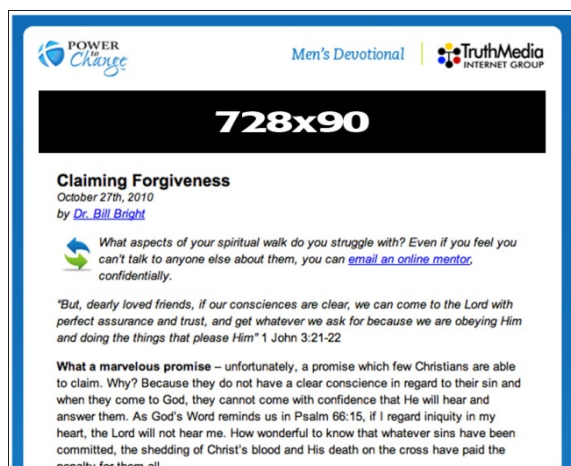
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PowerToChange.com

Devotionals

Power to Change offers daily devotionals to both men and women in an interactive blog format. Devotionals are short, inspiring messages. We have approximately **24,000 subscribers** who receive these emails every day.



Men's Devotional subscribers: 5,000

Women's Devotional subscribers: 19,000

Newsletters

Over 60,000 subscribers have opted in to receive Power to Change newsletters which feature the newest content on the site and inform our readers of new features and our current chat schedule. Our newsletter is available in HTML and plain-text, readable in all major browsers. We offer newsletters from our Discover (general audience) and Experience (Christian) areas, and specific lists for Christian Women Today, Women Today, Retirement With a Purpose, Men Today Online, Secrets of Success, and TruthMedia Chat, Prayer, and News newsletters. Each is sent four times per month (once per week).

<u>Website</u>	<u>Subscriptions/Issue (# of Impressions)</u>
Discover (general audience)	3,000
Women Today	12,000
Secrets of Success	6,500
Men Today Online	1,500
Experience (Christian)	1,000
Christian Women Today	16,000
Retirement With a Purpose	3,000
Other TM newsletters	17,000

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Our Websites

PowerToChange.com is an interactive community that hosts thought-provoking articles and chats about topics relevant to everyday life. Here are the two main areas of our sites:

Power to Change Discover (general audience)



- **Women Today Magazine** is website that reaches out to women offering them the hope through content featuring relationships, health, family, and life stories.
- **Men Today Online** invites men to start the greatest adventure of their lives through our content including work, family, lifestyles, and relationships.
- **Military Lives** uses articles and real life stories to focus on the issues faced by military personnel and their families.
- **ICraveChange** emphasizes the “soul cravings” that all people share and asks: What soul cravings do you have, and where are they taking you?
- **Secrets of Success** is a site targeted primarily at businesspeople who are seeking success in their work and life in general, offering them advice and stories from people who have had success.
- **Iamnext** is dedicated to students (college/university) and their needs, connecting with them via study tips, relationship advice, and guidance on this stage of their lives.
- **From Today On** is an interactive community site geared towards youth (high school) that hosts thought-provoking articles, chat, and discussion about spirituality.
- **iTV Family** is the premier family video channel on our site, providing engaging family focused content.
- **iTV Spirituality** is the premier spirituality video channel, seeking to engage visitors in thoughtful reflection about their spiritual lives.

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Power to Change Experience (Christian)

- **Christian Women Today** is an online community providing articles that build and train women of faith to impact their sphere of influence.
- **Retirement With a Purpose** is geared toward the 50+ audience and provides resources and opportunities for communicating the message of God's love and forgiveness throughout the world.

Social Media and Networking

Power to Change understands how social media is a large part of networking with audiences.

In order to connect with our visitors, we use Facebook and Twitter and offer these networking tools as a way for our audience to interact and share our content. The focus on social media will continue to grow in the future as our sites become more integrated with popular social networking applications.

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Monthly Website Statistics

TruthMedia websites receive a total of nearly *half a million page views* each month

<u>Individual Websites</u>	<u>Monthly Page Views</u>	<u>Monthly Unique Visitors</u>
PowerToChange.com	240,000	160,000
WomenTodayMagazine.com	17,000	10,500
MenTodayOnline.com	3,000	1,500
ChristianWomenToday.com	60,000	30,000
RetirementWithaPurpose.com	2,500	2,000

Pricing and Packages

Website Ad Pricing

<u>Size</u>	<u>CPM</u> (cost per 1,000 page views)
728x90	\$5.00
250x250	\$3.00
230x230	\$2 .50 - This size is offered on the iTV video sites

Newsletter Ad Pricing

<u>Size</u>	<u>CPM</u>
728x90	\$4.00

Custom website and advertising sizes, placement, and packages are available upon request for both our websites and our newsletters; please contact us and we will work with you to meet your needs.

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Package Pricing

We offer 5 distinct packages for advertising with our network of sites.

If these packages do not suit your needs, a customized package can be created.

	<u>Size</u>	<u>Impressions</u>	<u>CPM</u>	<u>Total</u>	
Package 1 (Women Today Magazine)	728x90	17,000	\$5	\$85	
	250x250	17,000	\$3	\$51	
		34,000		\$136	
Package 2 (Christian Women Today)	728x90	60,000	\$5	\$300	
	250x250	60,000	\$3	\$180	
		120,000		\$480	
Package 3 (WTM & CWT)	728x90	77,000	\$5	\$385	
	250x250	77,000	\$3	\$231	
		154,000		\$616	
Package 4 (newsletters, 2 weeks)	<u>Site</u>	<u>Size</u>	<u>Impressions</u>	<u>CPM</u>	<u>Total</u>
	CWT	728x90	36,000 (2 issues)	\$4	\$144
	WTM	728x90	24,000 (2 issues)	\$4	\$96
	RWAP	728x90	6,000 (2 issues)	\$4	\$30
		75,400		\$264	
Package 5 (sites & newsletters, 2 wks)	<u>Site</u>	<u>Size</u>	<u>Impressions</u>	<u>CPM</u>	<u>Total</u>
	CWT	728x90	36,000 (2 issues)	\$4	\$144
	WTM	728x90	24,000 (2 issues)	\$4	\$96
	CWT	728x90	30,000	\$5	\$150
	WTM	728x90	8,500	\$5	\$42
		98,500		\$432	

Note: All pricing on this page is listed in U.S. dollars.

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Submit an Ad

To submit an ad, please email us or contact us using the contact information given below on this page. A member of our team will contact you with further details and scheduling dates.

All ads must be finalized one week prior to going live on our site or being mailed out in a newsletter. Please allow one to two weeks for approval. Processing of payment may take up to a week.

Contact Us

Get started today! Let us know how we can help you achieve your advertising goals!

E-mail: marketing@truthmedia.com
Phone: 1-800-563-1106 ext. 5212
Fax: 604-514-2002
Mail: TruthMedia
Box 300, Station A
Vancouver, BC V6C 2X3 Canada
Web: www.TruthMedia.com

Terms and Conditions

This publication makes a limited amount of advertising space available to those who, in our editor's opinion, share its vision, policies, and mission. This advertising is placed on a "first-come first-served" basis, and must be submitted to the editor for approval before payment is accepted. All advertisements and their proposed run dates are confirmed by email within 10 business days, after which you must either submit payment within 10 business days to reserve the advertising space, or decline the opportunity.

We do not advertise in the following areas: dieting, dating, adult/sexual content, gambling, alcoholic beverages, cosmetic surgery, political/dogmatic commentary, specific medical conditions or therapy, MLM or home based businesses, or other content which violates our organization's mission and policies.

Any advertisement is placed strictly at the **discretion of the editor**, who is the final arbitrator as to what is acceptable or not. We absolutely reserve the right to refuse or cancel any advertisement for any reason whatsoever, and are not liable for any costs related to an advertisement that is refused or cancelled. Any request for advertising space indicates an understanding of these terms and conditions and an explicit agreement to abide by them. Please note: Our sites do not support link exchanges, nor do we participate in affiliate or ad sharing programs.