

GospelCity.com

ENTERTAIN YOUR BELIEF



Media Kit

2009

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Current Status

GospelCity.com is an award winning portal catering to a wide and diverse urban market; largely African American. We specialize in all areas of Christian entertainment that continue to fulfill and feed the faith of all who visit. GospelCity.com has, over time, become the online leading destination for all who hunger, seek and desire to be inspired, educated and encouraged through the divine Word of God.

Key Sections:

News, Artists, New Music, Videos, Hip Hop, Ministry Directory (Paid Listings), Marriage Ministry, Event Calendar, Interviews, Reviews and Events

Interactive Features:

Live Chats, Artist Blogs, CityTalk Message Boards, Contest Giveaways; You are Blessed (Testimonials), Prayer Wall, Online Polls & Internet Radio Station.

Unique Users: 85K per month
Monthly Page Views: 2.5MM
Hits: 41 MM per month

GospelCity.com reaches over 85,000 monthly people, of which 82% are in the U.S. The site attracts a HH income up to \$60k, primarily female, younger, mostly an African American audience. The typical visitor has kids in the household and watches Christian Broadcasting Network and the Gospel Music Channel.

Geographic Region United States 82%, Canada 5%, International 13%
Gender 60% female 40% male
Age 48% 18-34 years old, 28% 35-45 years old
Education 65% attended or graduated from college
Broadband Audience 58.46% connect to the internet using a broadband connection
Psychographics Religious, outgoing, forward thinking
Church Attendance 87% are weekly church goers

Advertising Rates

Placement	Size (Px)	Maximum Weight	Price
Media Player			
Image	320 x 240	40k	\$500/week
Image & Audio	320 x 240	40k	\$525/week
30-60 second commercial	320 x 240		\$575/week
Video 3+ minutes	320 x 240		Contact us
Banner Advertisements			
Medium Rectangle	300 x 250	40k	\$400/2 weeks
Full Banner	468 x 60	35k	\$300/2 weeks
Leader board	728 x 90	40k	\$500/2 weeks
Wide Skyscraper	160 x 600	50k	\$400/2 weeks
Email Blast	600 x 385	40k	\$400 per deployment

Clients

Major advertisers such as McDonalds, Honda, Chevrolet, JC Penney, Target, and Sony Playstation have marketed their products to the Gospel marketplace using Gospel artists, and/or Gospel music

Our advertisers include:



Testimonials

“GospelCity’s professionalism, hospitality, timely schedule and creative design work are second to none! Our traffic to our site has doubled and Quasi Entertainment thanks you for being a key component in our strategy and entertainment progression! We will definitely continue to work with Gospel City in the future! “

George H. Johnson Jr.
CEO Quasi Entertainment.

“GospelCity.com provided the best avenue to reach one of our key audiences for books. I appreciated the flexibility they provide in working with my needs as an advertiser”

Brett Benson – Director, Public Relations
Bethany House Publishers