



THE EPISCOPAL DIOCESE OF WEST MISSOURI

SECTION THREE ADVERTISING

The Use of Advertising

to Create Greater Awareness of the Church

OH, GOD!

You've called on God before, call on Him again this Sunday.

You might not consider God to be a big part of your life, but in times of stress and anxiety you do call on Him. And within those powerful moments is the gentle reminder that you are not alone. Separate you from God's love, except you. And that can't be done. The Episcopal Church offers you an open door to a renewed relationship with God and the fellowship of a loving community. Receive God's comfort and experience the promise of eternal life, no questions asked.

The Episcopal Church
A Community of Miraculous Expectation

1-800-319-6652 for information
www.episcopal.org

The Original Alternative Rock.

©2007 Episcopal Diocese of West Missouri. All rights reserved.

After they're done with this, give them something they can really sink their teeth into.

The Holy Spirit is with you, ready to strengthen the testimony of your faith.

Do your kids think getting down the chimney is the miracle of Christmas?

OH, GOD!

You've called on God before, call on Him again this Sunday.

You might not consider God to be a big part of your life, but in times of stress and anxiety you do call on Him. And within those powerful moments is the gentle reminder that you are not alone. For nothing can separate you from God's love, except you. And that can change. The Episcopal Church offers you an open door to a renewed relationship with God and the fellowship of a loving community of faith. Receive God's comfort and experience the promise of eternal life, no questions asked.

This handbook was developed by the Diocesan Communications Committee to help your parish develop a process to promote the church and its activities to the community through advertising.

The content of this handbook was derived from various sources including the Church Ad Project and the Communications Manual published by the Episcopal Diocese of Texas.



THE EPISCOPAL DIOCESE OF WEST MISSOURI
USE OF ADVERTISING HANDBOOK

TABLE OF CONTENTS

About this Handbook	3
The Diocese and its Parishes	4
Your Communications Committee	7
Four Steps to More Effective Advertising	8
Define Your Audience and Messages	9
Define Your Brand	11
Select Your Advertising Tools	12
Ad Materials: The Episcopal Church and The Church Ad Project	13
Ad Themes	14
Door Hangers	15
Direct Mail Postcards	16
A Few Words on Radio and Television	17
Don't Forget Billboards	19
Is Web Advertising Right for Your Parish?	20
Example of an Advertising Campaign	21
Additional Resources	24

The Advertising Handbook is brought to you by the Communications Committee of the Episcopal Diocese of West Missouri. Our goal is to help parishes grow their membership and more fully communicate the benefits and experiences of being an Episcopalian to their communities. We welcome your comments and suggestions. Please forward any comments to the Reverend Lauren Lyon, Chair, Communications Committee, St. Mary's Episcopal Church, 1307 Holmes Rd., Kansas City, MO 64106. Phone: 816/842-0975.

About this Handbook

This Advertising Handbook is the third in a series of publications designed to help parishes reach new and lapsed members. The first handbook focused on hospitality and welcoming new members, while the second offered information on how to place stories with the media. Each handbook is posted in pdf format on the diocesan website at www.episcopalwestmo.org under Communication Resources.

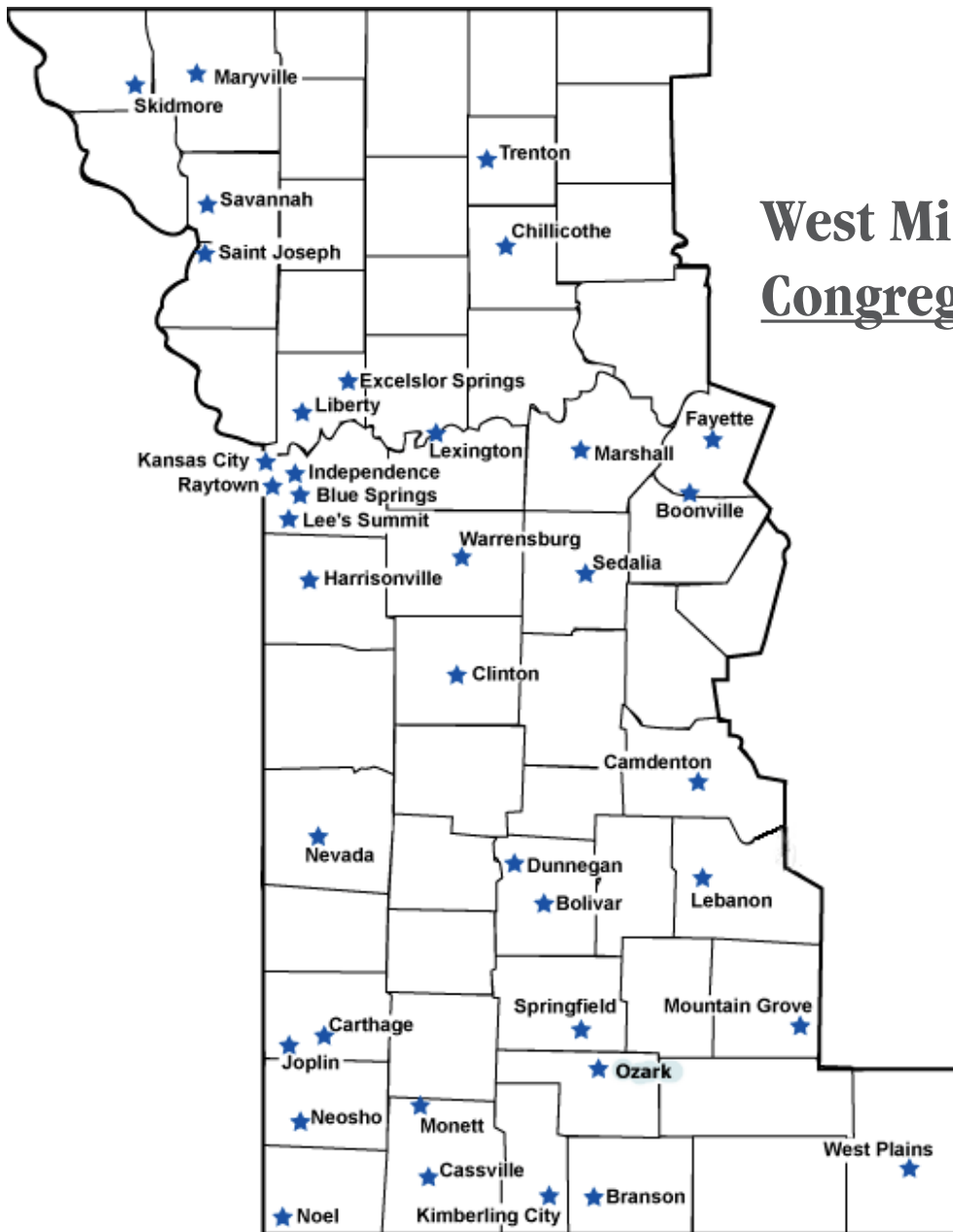
In the Media Relations Handbook, we offered template materials to help you create a press kit and media alerts. For this handbook, we are offering a series of ads at no charge and additional materials from The Church Ad Project that are available for a nominal fee.

Future plans call for a handbook on website development and electronic communications. **Key to the successful use of each handbook is sharing the information with you in a workshop environment.**

Let us know what you think of these handbooks and what other tools we can provide to help you grow your congregation.

VISION STATEMENT

The Episcopal Diocese of West Missouri is one church that engages the world, proclaiming the Good News to those around us and serving the world in Christ's Name. Our Baptismal Covenant guides us to become a servant people living in Christian community with transformed lives, miraculous expectations and missionary passion.



West Missouri Congregations 2008

Church of the Resurrection

1433 NW R.D. Mize Rd.
Blue Springs MO 64015-3666
Phone: 816/228-4220
Email: rector@episcopal-bluesprings.org
Website: www.episcopal-bluesprings.org

St. Alban's in the Ozarks

201 S Killingsworth
PO Box 844
Bolivar MO 65613
Phone: 417/777-2233
Website: www.stalbansozarks.org

Christ Church

524 Fourth Street
Boonville MO 65233
Phone: 660/882-6444
Email: christchurch5244@netzero.net
Website: www.nerm.org/boonville

Shepherd of the Hills Church

107 Walnut Lane
Branson MO 65616
Phone: 417/334-3968
Email: shec1953@aol.com

St. George Church

443 State 5 Highway North
PO Box 1043
Camdenton MO 65020-1043
Phone: 573/346-4686
Email: stgeorge@zigs.net

Grace Church

820 Howard St.
PO Box 596
Carthage MO 64836-0596
Phone: 417/358-4631
Email: gracechcar@sbcglobal.net
Website: www.gracecarthage.org

St. Thomas a Becket

Box 613
Cassville MO 65625
Phone: 417/847-3174

Grace Church

421 Elm St.
Chillicothe MO 64601-2610
Phone: 660/646-4288
Email: gracechurch@cmuonline.net
Website:
www.graceepiscopal-chillicothe.org

Diocese of West Missouri

St. Paul's Church

181 E. Hwy. 7
P.O. Box 453
Clinton MO 64735-0453
Phone: 660/885-8008
Website: www.orgsites.com/mo/stpaulsepisc/

St. Luke's Church

PO Box 551
Excelsior Springs MO 64024-0551
Phone: 816/630-2309
Email:
Website:

St. Mary's Church

104 W. Davis
PO Box 57
Fayette MO 65248-0057
Website: www.nerm.org/fayette

St. Peter's Church

402 W. Wall
PO Box 425
Harrisonville MO 64701-0425
Phone: 816/380-5666

St. Michael's Church

4000 Lee's Summit Rd.
Independence MO 64055-4005
Phone: 816/373-5333
Email: motherpat@stmichaelschurch.org
Website: www.stmichaelschurch.org

Trinity Church

409 N Liberty
Independence MO 64050-2701
Phone: 816/254-3644
Email: trinity101@comcast.net
Website: www.trinityindependence.org

St. Philip's Church

706 Byers Ave.
Joplin MO 64801-4304
Phone: 417/623-6893
Email: stphiliprector@aol.com
Website: users.joplin.com/stphilip

All Saints Church

9201 Wornall Road
Kansas City MO 64114
Phone: 816/363-2450
Email: allsaintskc@juno.com
Website: www.freewebs.com/allsaintskc

Church of the Good Shepherd

4947 NE Chouteau Dr.

Kansas City MO 64119-4815
Phone: 816/452-0745
Email: home@goodshepherdkc.org
Website: www.goodshepherdkc.org

Church of the Redeemer

7110 N. State Route 9
Kansas City MO 64152-2930
Phone: 816/741-1136
Email: motherlouise@redeemerkc.org
Website: www.redeemerkc.org

Grace & Holy Trinity Cathedral

415 W. 13th Street
P.O. Box 412048
Kansas City MO 64141-2048
Phone: 816/474-8260
Email: twhite@ghtc-kc.org
Website: www.ghtc-kc.org

St. Andrew's Church

6401 Wornall Terr
Kansas City MO 64113-1755
Phone: 816/523-1602
Email: frfred@standrewkc.org
Website: www.standrewkc.org

St. Augustine's Church

2732 Benton Blvd.
Kansas City MO 64128-1130
Phone: 816/921-8534
Email: st_augustines_kcmo@yahoo.com

St. Mary Magdalene

400 East Red Bridge Road
Suite 305
Kansas City MO 64131
Phone: 816/941-6279
Email: eric@marymag.com
Website: www.marymag.com

St. Mary's Church

1307 Holmes
Kansas City MO 64106
Phone: 816/842-0975
Email: stmarykcmo@sbcglobal.net
Website: www.stmaryskcmo.org

St. Paul's Church

11 E. 40th Street
Kansas City MO 64111-4909
Phone: 816/931-2850
Email: srunnels@stpauls-kcmo.org
Website: www.stpauls-kcmo.org

St. Peter's Church

100 E. Red Bridge Rd.
Kansas City MO 64114-5412
Phone: 816/942-1066
Website: www.stpetersepiscopal.net

St. Mark's Church

3 Northwoods Blvd.
PO Box 153
Kimberling City MO 65686-0153
Phone: 417/739-2460
Email: padrek@mchsi.com
Website: www.stmrks.org

Trinity Church

100 Harwood
PO Box 1615
Lebanon MO 65536-1615
Phone: 417/532-3433

St. Anne's Church

1815 NE Independence Ave.
PO Box 6586
Lee's Summit MO 64086
Phone: 816/524-5552
Website: www.saintannesls.org

St. Paul's Church

416 SE Grand
PO Box 372
Lee's Summit MO 64063-0372
Phone: 816/524-3651
Email: stpaulslsmo@netzero.com
Website: www.saintpauls-lsmo.com

Christ Church

13th & Franklin
PO Box 307
Lexington MO 64067-0307
Phone: 660/259-3605

Grace Church

520 S. 291 Hwy.
Liberty MO 64068-1915
Phone: 816/781-6262
Email: gracechurchliberty@prodigy.net
Website: www.graceepiscopal-liberty.org

Trinity Church
104 E. Morgan
PO Box 779
Marshall MO 65340-0779
Phone: 660/886-4345
Website: www.nerm.org/marshall

St. Paul's Church
901 N. Main St.
PO Box 675
Maryville MO 64468-0675
Phone: 660/582-5832

St. Stephen's Church
601 E. Benton
PO Box 126
Monett MO 65708-0126
Phone: 417/235-3330

Christ Church
601 E. Walnut St.
Springfield MO 65806-2419
Phone: 417/866-5133
Website: www.christchurchepiscopal.com

Church of the Ascension
903 W. Katella St.
Springfield MO 65807-4431
Phone: 417/881-7065

St. James' Church
2645 E. Southern Hills Blvd.
Springfield MO 65804-3433
Phone: 417/881-3073
Email: stjamesmo@sbcglobal.net
Website: www.stjamesmo.com

St. John's Church
515 E. Division St.
Springfield MO 65803-2815
Phone: 417/869-6351
Email: stjohns-spgfld@sbcglobal.net
Website: www.saintjohnsparish.com

Christ Church
207 N. Seventh St.
St. Joseph MO 64501-1905
Phone: 816/279-6351
Email: christchurchsj@sbcglobal.net

St. Philip's Church
205 E. Ninth
PO Box 46
Trenton MO 64683-0046
Phone: 660/359-6483
Website: www.nerm.org/trenton

Christ Church
136 E. Gay St.
PO Box 3
Warrensburg MO 64093-0003
Phone: 660/429-1133
Email: christchurchwbrg@earthlink.net
Website: www.christchurchwarrensburg.org

All Saints' Church
107 S. Curry St.
PO Box 1012
West Plains MO 65775-1012
Phone: 417/256-2215

Diocesan Communications

2008 Communications Committee

The Rev. Lauren Lyon

Chair, Communications Committee

St. Mary's Episcopal Church

1307 Holmes Rd.

Kansas City, Mo. 64106

816/842-0975

justonelyon@yahoo.com

The Rev. Kenneth Chumbley

Christ Episcopal Church

Springfield, Mo.

Eric Fudge

State Fair Community College

Sedalia, Mo.

The Ven. John McCann

Diocesan Center

Kansas City, Mo.

Angela Crawford

Assistant to The Archdeacon

Diocesan Center

Kansas City, Mo.

Mary Howe

Diocesan Center

Kansas City, Mo.

Nancy J. Jenkins

Consultant to the Communications Committee

Jenkins Integrated Marketing

Fairway, Kan.

The Rev. Bill McVey

Calvary Church

Sedalia, Mo.

Bob Schubert

University of Missouri-Kansas City

Kansas City, Mo.

The Rev. John Spicer

St. Andrew's Episcopal Church

Kansas City, Mo.

Ben Wood

Editor, West Missouri Spirit

Kansas City, Mo.

Chris Young

PriivaWeb

Sedalia, Mo.

The Episcopal Diocese of West Missouri

www.episcopalwestmo.org

Street Address

Diocesan Center

420 W. 14th St.

Kansas City, MO 64105

Mailing Address

P.O. Box 413227

Kansas City, MO 64141-3227

Phone: 816/471-6161

Fax: 816/471-0379

Toll Free: 800/471-6160

Phone Extensions

Bishop Howe/Laura Waggoner Ext. 16

Archdeacon McCann/Angela Crawford Ext. 17

Provost Jon Yeager Ext. 14

Foundation Ext. 21

Aneta Ireland Ext. 18

Front Desk Ext. 10

Ben Wood/*West Missouri Spirit*

Ext. 15

Email

Bishop Barry Howe bphowe@earthlink.net

Laura Waggoner lwaggoner@swbell.net

Archdeacon John McCann diowestmo@swbell.net

Angela Crawford acwestmo@swbell.net

West Missouri Spirit westmo_spirit@swbell.net

Four Steps to More Effective Advertising

1. Plan to make a difference

Set goals for advertising outreach. Make sure this ministry is part of your congregation's annual budget. Go to your vestry with a plan. Become a proactive presence in the community.

2. Tap into your resources

You've got a treasure of talent just a click, phone call or e-mail away.

- **Tie in to the national diocesan campaign when possible.** The church has developed a new ad campaign that is available for use by local parishes. Included is a print ad and television ad. Just localize with your own name and service information. www.PutYourFaithTo-Work.org
- **Use the diocese's ads or select ad themes from the Church Ad Project.** This handbook includes information on the Church Ad Project starting on page 13. www.churchad.org
- **Co-op with other congregations.** Join with nearby congregations to share the costs of newspaper advertising, especially at Christmas and Easter.

3. Consider creating your own advertising campaign

Once you've established a budget and decided on sources for ad themes or talent, you are ready to develop your own campaign. Before you begin, review the following five-step checklist:

- **Define your audience.** This dictates the style, tone and content of your message. Are you talking to children, teens, parents, singles or grandparents? They each have different vocabularies, needs and expectations. See page 9 on Audience and Messaging.
- **Define your brand or position in the marketplace.** How do others perceive your parish? How do you want your parish to be perceived? See page 11 on Branding.
- **Articulate your goals.** Is the intent of your ad to inform, persuade or motivate? What results do you want? What can you realistically expect? How will you measure results?
- **Select your advertising tools.** What advertising tools will best help you reach your goals given time and budget? Consider the advantages of print and television advertising versus direct mail, the web, billboards, door hangers and radio. See page 12 on Advertising Tools.
- **Anticipate expectations.** Don't promise something you can't deliver. If you want to tell the unchurched that you're an "inviting and friendly" church, make sure that you are. Take an inventory. Deal with problem areas in advance. Maybe the solution is as simple as fresh paint on doors and trained greeters. You may want to review the committee's first handbook on hospitality.

4. Share what you learn

Share your advertising experiences and success stories with others.

Define Your Audience and Messages

It is important to define your audience and develop appropriate messages to reach that audience before undertaking an advertising campaign.

Your audience dictates the style, tone and content of your message. Are you talking to children, teens, parents, singles or grandparents? They each have different vocabularies, needs and expectations. Here is some information gathered by the Communications Committee that may be helpful.

Audience review

Current members of the Episcopal Diocese in West Missouri are typically well educated, middle-income and average between the ages of 45 to 65. Based on the church's focus, the typical Episcopalian is one who values intellect and thoughtful debate and embraces differences among people and their beliefs. This person is rather atypical of the general population in West Missouri, as reviewed to the right.

The diocese seeks to attract new members in both urban and rural areas. These new members might be lapsed members or the unchurched. The diocese also seeks to increase levels of involvement among existing members and new members. Therefore, all advertising must consider these audiences and their urban or rural orientation, as well as the clergy, staff and media, as appropriate.

In reviewing the pool of prospective members in West Missouri, it is helpful to consider the following demographic information provided by the Percept Group, Inc. and "The Igniting Ministry Campaign: National Audience Research," conducted by the Barna Group for United Methodist Communications.

Consider these demographics from the Percept Group

- **Population:** There are currently 2.6 million people residing in the diocese. This represents an increase of 17% since 1990. In the next five years, the population is expected to grow 3.6%. Diversity is high in urban areas. Rural working families represent nearly 20% of all households. Based on this data, the number of Episcopalians in the region is .5% of the total population.
- **Education:** The overall education level in the area is very low. While 82% of all people have graduated from high school, only 20% have attended college.
- **Family structure:** Very traditional in rural areas, often nontraditional in the Kansas City area.
- **Generational groups:** Largest age group is 25 to 45 at 28.5% Persons ages 82 and up represent 3.5% which is .5% higher than the national average.
- **Giving potential:** Overall giving potential is very low. This is based on an average household income of \$54,000 and likely contribution behavior in the area.
- **Faith receptivity:** Residents of this area have a very high faith involvement and a preference for mainline churches.

Define Your Audience and Messages *continued*

Igniting Ministry's National Audience Research provides this information on potential members

- People are most attracted to churches that . . .
 - help people in the community (35%)
 - accept everyone because God cares for everyone (32%)
 - strengthen families by ministering to children, teens and parents (31%)
- Attributes of a church that people found difficult to believe and unique were . . .
 - open-mindedness
 - a worldwide movement of churches making a difference
 - inspiration of heart and mind
 - acceptance of everyone, and
 - a church that deals with real-life issues
- People want to attend churches that provide . . .
 - spiritual and personal development
 - uplifting services that don't strain the intellect
- Why nonmembers visited a church . . .
 - a family member or friend invited them (35%)
- Most effective ways to communicate with prospective members who have made a first visit . . .
 - face-to-face, in person
 - a phone call, followed by a visit

Messages to your audience should include the following phrases . . .

- Welcoming all, open-minded and progressive church backed by a proud and rich historical tradition.
- Offering opportunities for spiritual and personal development.
- Active in helping people in the community.
- Working to strengthen families by ministering to children, teens and parents.

Based on research, rural messages should stress traditional family; urban messages should stress inclusion and open-mindedness.

Define Your Brand

A few definitions of Brand

1. A name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors.

— *The Dictionary of Business and Management*

2. A brand is a promise. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality.

— *Walter Landor, advertising executive*

3. A brand is a collection of perceptions in the mind of the consumer.

— *Branding Consultant Colin Bates*

Key points

- A brand is different from a product or service. A brand is intangible and exists in the mind of the consumer.
- This definition helps us understand how advertising works. Advertising attempts to sell by positively influencing people's perceptions of the product or service.
- "Positioning" is basically the same thing as building a brand. It is the attempt to control the public's perception of a product or service as it relates to competing product and services.

Defining your Brand

- List the first three words that come to mind to describe your parish.
- What visual images come to mind when you think of your parish?

Perception audit

How does the community perceive us? Does this match our brand definition?

To determine how the community and your target audience perceive your parish, consider conducting informal focus groups composed of your target audience, as well as existing parishioners.

How is the Brand supported?

Consistency! Consistent use of ...

- Logo and graphic design
- Key messages and taglines in all communications and advertising

What is the Brand position for the Episcopal Diocese of West Missouri?

A positive force in the 21st Century that provides an open, Christ-centered community and helps provide economic and social justice for all.

Select Your Advertising Tools

The advertising tool kit traditionally includes print, television, radio, billboards and has grown to include the Internet. For the purposes of this handbook, we are also including direct mail and such items as door hangers and posters in our tool kit. Budget, time and your audience will determine which tools your parish should use.

An important note

Before you begin spending money on advertising, it's suggested that your parish conduct an informal focus group and test the response to your messages and ad theme.

“The Igniting Ministry Campaign: National Audience Research,” conducted by the Barna Group for United Methodist Communications, rated the most effective advertising tools to reach prospective members as (in order of audience preference):

- 1) Television
- 2) Print and direct mail, and
- 3) Radio

The of advertising must be evaluated in the context of years, not weeks or months. Advertising cannot compete with sales promotion and direct marketing activities in generating short-term (less than one year) results. But in the long term, the cumulative force of good advertising can achieve results unequaled by any other means.

Print advertising typically tends to work more slowly than television or radio. Therefore, an especially long period of time (or an especially heavy media schedule) is required to fully evaluate the total effects of print advertising.

Print Ad



Get closer to God.
Slice carrots.

Experience the nearness of God by serving your neighbors and the world: in shelters, schools, disaster recovery sites, soup kitchens, and more. Join us in entertaining angels unaware.

The Episcopal Church:
Put Your Faith to Work

www.putyourfaithtowork.org

Ad Materials: The Episcopal Church and The Church Ad Project

The Episcopal Church and The Church Ad Project offer a variety of advertising tools, including ads, direct mail postcards, door hangers, posters and books. While the national church provides a print and television ad free of charge, the Church Ad Project charges an annual fee per ad theme.

The Episcopal Church

The Episcopal Church is offering new print and television ads based on the theme, “Put Your Faith To Work.” The ads focus on the Episcopal Church’s extensive community outreach efforts and are available free of charge to congregations and dioceses for local use. For more information and to view the ads, go to www.PutYourFaithToWork.org, which also offers resources on service ministries and locating congregations.

The Church Ad Project

The Church Ad Project offers hundreds of ad themes. Each ad theme or message can be used to create print ads, postcards, door hangers, posters, movie theatre slides or radio spots. For more information, go to www.churchad.com.

Buying an ad means purchasing the rights to use an ad

The Church Ad Project sells its ads with a one-year license attached to each ad. The year-long license begins from the date of sale. This is a non-exclusive purchase and does not guarantee exclusive rights in any particular zip code, area or city. The customer may choose to continue the license for another year by purchasing another license. Exclusive territory licenses are available for an additional fee.

It may be advantageous for a church to purchase multiple ads at a discounted rate because re-licensing of any ad will be at the original invoiced rate. For example, if a church buys 10 ads (paying \$31.50 for a \$45.00 ad), that is the rate for re-licensing any or all of those ads. The Church Ad Project sends its customers a re-licensing reminder notice prior to each year’s renewal date.

Ad Themes / The Church Ad Project

The Church Ad Project offers four different categories of ad themes:

- **General Ads**
 - 7" x 9"
 - print ad
 - \$45 each
 - (discounts for multiple ads)
- **Youth**
- **Easter**
- **Christmas**

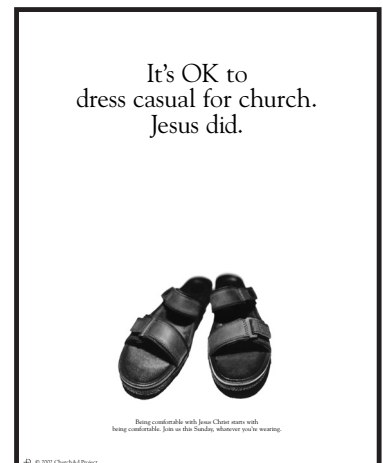
The following shows a few examples of the types of ad themes offered by The Church Ad Project at www.churchad.com. Once you select a theme, decide on whether to use it in print advertising, radio and direct mail or as posters or door hangers.



Headline
The Original Alternative Rock



Headline
After they're done with this, give them something they can really sink their teeth into.



Headline
It's OK to dress casual for church.

Door Hangers

Door hangers are a relatively inexpensive way to reach prospective new members because there is no postage or need to purchase space or time. Parish volunteers can share in the job of placing the door hangers. It could even be included as a service project for parish youth.

You can create your own door hanger by selecting any of the Church Ad Projects ad themes. Church Ad Project door hangers are printed on two sides on 10-point gloss cover stock. Standard pricing includes printing in black ink only. For an additional cost, a second color can be added.

To create a custom back for your door hanger, download a blank layout template from www.churchad.com. Simply typeset your church information in a word processing or page layout program. Make sure it properly fits into the template. Then email or mail your order and door hanger layout.

Door Hanger Pricing

(custom printed on two sides)

Quantity	Price per card
500-999	\$.39 each
1,000-1,999	\$.29 each
2,000-3,499	\$.225 each
3,500-4,999	\$.188 each
5,000-6,999	\$.169 each
7,000-8,999	\$.157 each
9,000-12,000	\$.145 each
over 12,000	call for price

Direct Mail Postcards

The average direct mail piece has four seconds to catch someone's attention. To assure success, the postcard should feature an unusual visual, an attractive print layout, or a head-turning headline, as well as a call to action. One advantage to using direct mail postcards is you don't have to worry they'll get tossed in the trash without being read — they are already opened!

Many churches have found that direct mail postcards offered by the Church Ad Project are an effective means to advertise or deliver a message to their congregation. A head-turning message gets attention — meeting the four-second rule. On the back side of either size postcard (4.25" x 6" or 5.5" x 8") there is room for information about service times, a few personal words, and a map to your church. If you choose to use Church Ad Project's printing service (see printing pricing), you may either electronically create the back of your postcard and email the artwork, or create your ad by downloading the blank layout and mailing it to the Church Ad Project.

The most successful postcard campaigns include a series of postcards mailed over the period of a year. You may get a response from the distribution of one postcard, but research shows the best response comes from campaigns that include greater frequency — at least three to six times a year.

In addition to purchasing enough cards to send to all households on your regular church list, consider printing enough so everyone at your parish receives two or three postcards to share with friends and neighbors. Church Ad Project's postcards are printed on 12-point C1S cover stock.

Direct Mail Postcard Pricing

Quantity	4.25" x 6" (Card only)	4.25" x 6" (Card w/imprint)	5.5" x 8" (Card only)	5.5" x 8" (Card w/imprint)
50-299	\$0.300	\$0.390	\$0.400	\$0.450
300-500	\$0.210	\$0.280	\$0.270	\$0.340
600-900	\$0.190	\$0.226	\$0.255	\$0.283
1,000-1,400	\$0.170	\$0.201	\$0.227	\$0.254
1,500-2,000	\$0.155	\$0.183	\$0.208	\$0.232
2,100-3,000	\$0.140	\$0.168	\$0.189	\$0.214
3,100-4,000	\$0.132	\$0.157	\$0.178	\$0.202
4,100-5,000	\$0.125	\$0.151	\$0.170	\$0.194
5,100-6,500	\$0.119	\$0.145	\$0.162	\$0.185
6,600-8,000	\$0.115	\$0.138	\$0.155	\$0.177
8,100-10,000	\$0.108	\$0.130	\$0.147	\$0.168
10,100-12,000	\$0.102	\$0.125	\$0.140	\$0.163
12,100-15,000	\$0.097	\$0.117	\$0.135	\$0.155
15,100-18,000	\$0.090	\$0.112	\$0.128	\$0.147
18,100-21,000	\$0.085	\$0.086	\$0.120	\$0.122
18,100-21,000	\$0.079	call	\$0.114	call
over 25,000	call	call	call	call

A Few Words on Radio and Television

Radio and television advertising offer high-impact tools for reaching marketing objectives. While television advertising offers one of the most effective ways to reach an audience, it is also one of the most expensive. Radio provides a more targeted approach to what is typically a captive audience, since most people listen to radio in their cars. It can also be quite affordable.

Radio

Radio advertising can provide a great complement to Internet campaigns. Consider the following before purchasing time on a radio station.

- **Scalability.** With radio ads, it is easy to increase the reach of a campaign. There's no need to print additional copies of a magazine or to create and send additional direct mail pieces. Building the reach of your ad campaign is easily accomplished by purchasing additional frequency or increasing the number of times your radio spot runs.
- **Great reach.** Radio reaches 94% of all Americans over the age of 12 every week.* Almost half of the U.S. population (46%) listens to the radio while driving, and more than a third of listeners (38.4%) prefer radio to other mediums during the day.** More than half (57%) of users who listen to the radio while browsing the Internet search for items they heard about on the radio.
- **Cost-effective.** Ads are inexpensive to produce and the cost of airtime is relatively low, compared with other media. Lower production costs allow you to increase the frequency or number of times your ad is aired, and allows you to customize ads for each of your target markets. If you are interested in radio, consider the local national public radio station or a popular talk radio show.
- **Highly targeted.** You can target an audience with a specific lifestyle and demographic by selecting the station types, locations and times of day.
- **Sponsorships.** Radio stations usually sell sponsorships for certain segments of their programming, such as traffic reports and weather forecasts. These sponsorships offer an opportunity for your parish to gain regular exposure at the same time every day, as well as additional mentions throughout the day. You may also want to explore the possibility of sponsoring station events.

* *Radio Advertising Bureau "Radio Marketing Guide & Fact Book (2006)* ** *Arbitron and Edison Media research "The National In-Car Study: Fighting for the Front Seat" (2003)* & *EMarketer - For 18+ population the year of 2007* *** *Radio Ad Effectiveness Lab "Radio and the Internet: Powerful Complements for Advertisers" (2007)*

A Few Words on Radio and Television *continued*

Television

Effective TV commercials merge video and audio into a powerful sales tool. Audio and video go hand-in-hand. For example, you should be able to identify the message while watching the video without sound. The same holds true for audio. Close your eyes and listen to the announcer. Potential church members should be able to hear your message even if they're not in the room to see it. Consider some of the additional benefits of television advertising:

- **Scalability.** With television commercials, it is easy to increase the reach of a campaign. There's no need to print additional copies of a magazine or to create and send direct mail pieces. Expanding the size of your ad campaign only requires purchasing additional frequency or increasing the number of times your ad runs.
- **Targeted messages.** Television allows you to target audiences by the demographic data assigned to specific programs.
- **Broad and flexible reach.** No other media can match television's market penetration. However, with the explosion of cable and the Internet, television's market share has dropped significantly. Before purchasing television ads, consider your audience and how effectively your message will reach that audience.

A disadvantage of TV advertising is that it can be fairly expensive. Cost is based on how many viewers are estimated to be in the audience, how much commercial time is available for purchase and how many advertisers want to purchase that time.

While a 30-second spot on "American Idol" sold for \$780,000 (according to a Bloomberg.com article published in January, 2008), daytime and late-night spots in local markets can be relatively cost effective. In a medium-sized market, \$5 per thousand viewers is typical. So a 30-second slot in daytime that reaches 10,000 viewers might cost around \$50 to \$60. You may be able to buy "overnight" time slots — between midnight and 5 a.m. — for as little as \$1 each. Cable stations also offer affordable rates, depending on the market and time slot.

Don't Forget Billboards

We see billboards everywhere we go. When billboards convey the right message, they have a forceful street-level presence that is easily noticed by motorists and pedestrians — every day. With the right message and graphics, billboards can provide a powerful advertising tool.

Billboard advertising ...

- **Breaks through media clutter.** Your audiences are exposed to myriad broadcast and print advertising messages. Outdoor advertising presents a powerful alternative choice for uncluttered delivery of your message. Quite simply – outdoor advertising can't be turned off or thrown away!
- **Quickly builds awareness.** Generally, we all tend to travel the same routes on a daily basis. This repetition makes outdoor advertising a good choice to generate high awareness levels in a short period of time.
- **Powerful presence.** Outdoor advertising is big and bold. Its imposing physical presence creates visual impact and delivers a quick burst of information. It also provides message delivery 24 hours a day, 7 days a week.
- **Cost-effective.** Based on CPM (cost per thousand), outdoor media is one of the most cost-efficient forms of advertising.
- **Targeted audiences.** Outdoor advertising can be purchased to reach specific segmented audiences within a particular market based on geographic location.

Is Web Advertising Right for Your Parish?

Internet advertising offers a unique combination of scalability, cost-effectiveness, desirable demographics, targeted marketing, a growing audience and good tracking capabilities.

Web advertising provides ...

- **Scalability.** Like television commercials, it doesn't cost much to increase the reach of an online ad campaign. There's no need to print additional copies of a magazine or to create and send direct mail pieces. Expanding the scope of your ad campaign is as easy as purchasing more space.
- **Hot demographics.** The online community is more affluent, better educated, younger and more willing to spend money than the general population.
- **Targeted messages.** The Internet allows advertisers to target exactly who will see their ads and in what context. Web publications serve every conceivable audience, from the mass market to obscure niche groups, making it easier for advertisers to find a receptive market.
- **Broad and flexible reach.** While the Internet can't yet match television's market penetration, the size of the online audience is growing quickly. More important, because you buy online ads by the impression, you can buy as much or as little of that audience as you desire.
- **Depth of content.** Unlike commercials or print ads, a Web ad banner is only the beginning of the process. While the banner might present only your branding message, interested prospects can always click on it to go directly to your website. Once there, they can access as much material about your church as you care to present.
- **Cost-effective.** Partly because you pay only for exactly what you're getting, online advertising can be extremely competitive with other forms of advertising. If you buy 1,000 online ad impressions, for example, you know that exactly 1,000 people will see your ad. In addition, changing economic conditions have forced many Web sites to reduce the cost of online advertising, making it more affordable than ever.
- **Detailed tracking and measurement.** Compared with online advertising, traditional media advertising is like shooting in the dark. Many web sites allow advertisers to gather detailed information on who saw an ad, when, in what context, how many times and so on. Better yet, you get this information instantly, allowing you to adjust your ad campaign and make it even more effective.
- **New online ad technologies.** The old-fashioned, static banner ad is giving way to a new generation of ads that use animation, video and even built-in e-commerce capabilities. These ads can deliver more information to people and make it easier for them to learn about your church's products.

Example of an Advertising Campaign

“OH, GOD!”

**PRAYERFUL
MOMENTS
CAMPAIGN**

How the Diocese of Texas used advertising to reach the unchurched

Campaign Overview

Goals

- Increase inquiries and boost attendance during the Lenten season.
- Bring our audience to the reality that God is always present in our lives, and by His grace we can receive comfort from worldly woes and gain the promise of life eternal.

Challenge

Reach adults ages 25-54 (mostly non traditional Generation Xers) who have never been to church or have been, but no longer attend. Research suggests targeting this demographic age bracket to reach adults looking for spiritual identity for themselves and their children.

Solution

The Diocesan Communications Task Force of Texas produced a multimedia campaign aimed at the unchurched.

Concept

Tap into the reality that most people do believe in God and will call on God in times of stress and anxiety. The unchurched do not have to feel abandoned and alone. A journey to a relationship with God and community can begin with a visit to the Episcopal Church.

Dramatize this concept in non life-threatening, slice-of-life situations where we consciously or unconsciously say, in so many words, “Please God, please get me through this!” For example:

- A traffic officer pulls you over for speeding
- Your child knocks over a supermarket display
- A painful tooth has you in the dentist’s chair
- You are out of money when the check arrives
- Arms full of groceries, you realize the keys are locked in the car and you don’t have OnStar
- Your child needs help with homework and you are lost

We call this concept “Prayerful Moments.”

Strategy

Extend the Prayerful Moments campaign over several years. Continue the “Oh, God!” theme line. Capitalize on its recognition equity and its documented ability to reach out to the unchurched by cutting through the advertising clutter in an overcommunicated society.

Example of an Advertising Campaign

Media Execution

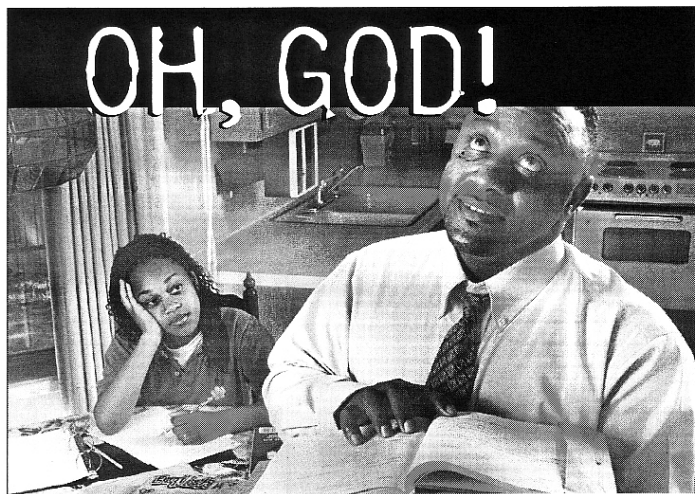
The Diocese of Texas chose newspaper and radio as its primary tools to reach its advertising objective. The goal was to achieve maximum exposure and reach as many people as possible given budget constraints.

Campaign Results

The diocese says that by planning a three-year campaign and adjusting the size and frequency of ads based on response, the campaign produced more responses in its final year than in previous years — and came in under budget.

For more information and to purchase any of the ads from the Diocese of Texas, contact Carol Barnwell at 800/318-4452.

Ad theme examples from the Episcopal Diocese of Texas Campaign




You've called on God before,
call on Him again this Sunday.

You might not consider God to be a big part of your life, but in times of stress and anxiety you do call on Him. And within those prayerful moments is the gentle reminder that you are not alone. For nothing can separate you from God's love, except you. And that can change.

The Episcopal Church offers you an open door to a renewed relationship with God and the fellowship of a loving community of faith. Receive God's comfort and experience the promise of eternal life, no questions asked.

© 1992



OH, GOD!


You've called on God before,
call on Him again this Sunday.

You might not consider God to be a big part of your life, but in times of stress and anxiety you do call on Him. And within those prayerful moments is the gentle reminder that you are not alone. For nothing can separate you from God's love, except you. And that can change.

The Episcopal Church offers you an open door to a renewed relationship with God and the fellowship of a loving community of faith. Receive God's comfort and experience the promise of eternal life, no questions asked.

The Episcopal Church
A Community of Miraculous Expectation

1-800-318-4452 for information
www.epicenter.org



OH, GOD!

You've called on God before,
call on Him again this Sunday.

You might not consider God to be a big part of your life, but in times of stress and anxiety you do call on Him. And within those prayerful moments is the gentle reminder that you are not alone. For nothing can separate you from God's love, except you. And that can change.

The Episcopal Church offers you an open door to a renewed relationship with God and the fellowship of a loving community of faith. Receive God's comfort and experience the promise of eternal life, no questions asked.

The Episcopal Church
A Community of Miraculous Expectation

1-800-318-4452 for information
www.epicenter.org

Resources

BOOKS

Advertising the Local Church, by George H. Martin Co-Founder of the Church Ad Project, BK8401 (208 pages, spiral bound) \$19.95. This is an essential handbook for promoting and advertising the local church.

Church Marketing 101: Preparing Your Church for Greater Growth by Richard L. Reising (Paperback - Jan 1, 2006)

A Step-By-Step Guide to Church Marketing Breaking Ground for the Harvest by George Barna (Paperback - Jun 1992)

Marketing the Church by George Barna (Paperback - April 1988)

Ministry Marketing Made Easy: A Practical Guide To Marketing Your Church Message by Yvon Prehn (Paperback - Sep 2004)

Marketing Your Church to the Community (Abingdon Press & the Church of the Resurrection Ministry Guides) by Peter Metz and Adam Hamilton (Paperback - Mar 15, 2007)

Church and Ministry Strategic Planning: From Concept to Success (Haworth Marketing and Resources) (Haworth Marketing and Resources) by R. Henry Migliore, Robert E. Stevens, and David L. Loudon (Hardcover - Jun 8, 1994)

The Purpose-Driven Church: Growth Without Compromising Your Message & Mission by Rick Warren (Hardcover - Nov 27, 1995)

Marketing the Church: How to Communicate Your Church's Purpose and Passion in a Modern Context by Michael Daehn (Paperback - Jan 12, 2006)

WEBSITES

The Episcopal Church at www.PutYourFaithtoWork.org

The Church Ad Project at www.churchad.org

Center for Church Communication at www.cfccclabs.org

The United Methodist Church at www.ignitingministry.org

