



30 Ad Sales Ideas in 30 Minutes for Religious Publishers

Kevin Shanley
Shanley & Associates, LLC
Kevin@kevinshanley.com

Idea #1

Sell Across all Platforms

- Print
- Web
- E-newsletters
- List rental
- Polybags
- Email
- Advertorials

Idea #2

Make it up & make it happen

- Sell bundled solutions
- Try and mix and match across all platforms in one offer.



Idea #3

Starter Offers

- Buy 2 print ads and get one free.
- Buy 3 print ads, get one free, and 2 months of free web ads

Idea #4

Sell based on last year's buy

- 2015 advertiser
 - Purchased \$2500 in advertising
 - Two print ad and one month of web ads
- 2016 Proposal
 - Pay \$4000 this year
 - Received 5 print ads
 - 6 months of web ads
- Put more stuff in the box.

Idea #5

Sell your readership and not the circulation

- Your selling proposition is the unique publishing niche you are serving.
- People want to target niches and you are the only game in town.
- Do not focus on the circulation numbers.

Idea #6

Religious niche markets

- Horizons: Reach Presbyterian Women
- The Christian Century: Reach mainline clergy and church leaders
- Gather: Reach Women of the ELCA
- Presbyterian Outlook: Reach Presbyterian Leaders

Idea #7

Elevator speech

Tight profile that summarizes your mission and readership.

About the *Christian Century*

- A Christian magazine published 26 times per year that nurtures the faith and examines issues of politics, culture, and theology. The *Century* is one of the most influential magazines among Protestant ministers. The readers are engaged leaders from mainline denominations: Lutherans, Methodist, Presbyterians, Episcopalians, Anglicans, United Church of Christ, and Mennonites, to name a few.

Idea #7

Elevator speech

- *The Christian Century* is the “go to” title for advertisers who are trying to reach this marketplace with a circulation of 27,000 and overall readership of 50,000+.
- The average renewal order is \$53 and 30% of the readers offer additional support through donations.

Idea #8

Ad sales reader surveys questions.

- Ask questions that will help tell the strongest ad sales story.
 - Education
 - Donation history
 - Reading interests
 - Travel interest

Idea #9

Ad sales reader surveys questions

- To what faith tradition will your children and grandchildren belong?
- Retreat and conference interest
- Education
- Ordained
- Anything you can think up that will help position your magazine in the mind of the advertiser.

Idea #10

Write summary factoids

Annual Income:

- \$60,000 to \$99,000: 51%
- \$100,000 to \$159,000: 26%
- Over \$160,000: 8%

Idea #11

Write summary factoids

Big Readers

- Purchase books on theology and ethics: 70%
- Purchased a book due to a book review: 79%
- Purchased a book from *Century* advertising: 75%

Idea #12

Write summary factoids

Church Leaders

- Pastors, educators, musicians, officers, chaplains, or professors: 63%
- Ordained: 69%

Idea #13

Write summary factoids

Well Educated

- College degree: 97%
- Master's Degree or more: 89%
- Masters in Divinity: 57%
- Ph.D.: 14%



Idea #14

Media Kit

- Profile
- Factoids
- Survey results
- Print, web, polybag, advertorials, email, list rental, webinars, and social media story
- Rates
- Publishing dates

Idea #15

Cash Flow Secret

- Send the invoice the day you sell the ad.
- Ask for payment within 30 days.
- Get paid for multiple ads in annual contracts.

Idea #16

Cash Flow Secret

- Try not to send the invoice after the issue is published, which can be one to three months from when the ad was sold.
- Increases bad debt.

Idea #17

Cash Flow Secret

- All web and classified should be paid by credit card whenever possible.

Idea #18

Case Studies

- Circulation: 7000
 - 2014 Ad Sales: \$307,000
 - 2015 Ad Sales: \$310,000
 - 2016 Ad Sales: \$350,000

- Circulation: 14,000
 - 2015 Ad Sales: \$34,000
 - 2016 Run Rate: \$168,000

Idea #19

Email

- Sell access to your email database.
- You can say no to any group that you do not like.
- Dedicated email featuring the advertiser's goods or services.
- #1 source for ad sales growth.

Idea #20

Email

■ Email pricing

- \$100/M email addresses
- 500 = \$500
- 10,000 = \$1000
- Denominational ministries love these campaigns
- Allow two per month

Idea #21

Email

- Build the email database with a free devotionals and sermon prep.
 - Sojourners: SojoMail
 - The Presbyterian Outlook: Looking into the Lectionary: Fourth Sunday of Easter (April 17)
 - Daily Devotional is a ministry of the Living Church Foundation.

Idea #22

Email



- Put a disclaimer at the top of your dedicated emails to explain the relationship to the readers.

The Presbyterian Outlook from time to time will send an email on behalf of organizations that may be of interest to our readers. These paid advertisements help fund the ministry of the Outlook.

Beyond Walls • July
10-16, 2016
Kenyon
Institute • Gambier,
OH



Idea #23

Polybags

- Shrink wrap a brochure or catalog with an issue.
- Check with your printer on additional cost and add into your pricing.
- \$2400 per issue
- Circulation: 7000



Idea #24

List Rental

- Rent your subscription databases:
 - One time use
 - Approved by the editorial staff
- Pricing Models
 - Actives: \$100 to \$120/M
 - Expires: \$90 to \$100/M
 - \$250 minimum less than 300



Idea #25

Email Banner Ads

- 300 x 250 pixels
- \$400
- Two weeks



Idea #26

Classified Ads

Print: \$1.75 per word

Web (2 weeks): \$1.75 per word

Print + Web: \$2.00

1 issue + 2 weeks



Idea #27

Classified Section

- Pastors
- Music
- Educators and Youth Ministry
- Pulpit Exchanges
- Tours and Travel
- Real Estate
- Events
- Camps & Conference Center
- Death Notices
- Memorials



Idea #28

Sell Ad Sales Themes

- Retirement
- Camps and Conferences
- Spring Book
- Commencement
- Stewardship
- Theological Education
- College Guide
- Fall Book
- **Christmas Gift and Fair Trade**

Shanley + Associates 405 N. Wabash Avenue #3009 Chicago, IL 60611

(312) 919-0690



Idea #29

- Sell the sizzle and not the steak.
- Sell your unique selling proposition.
- What makes your magazine different from all other Christian magazines?



Idea #29

Independent Rep Firms

- Need to know or learn your marketplace.
- 20% to 30% commissions
- They only get paid when you are paid.
- They are responsible for collecting the receivables and will stress payment with order.

Idea #30

Humorous Story



- Little boy at the Christmas pageant.
- The impact of advertising on a 6 year old.



30 Ad Sales Ideas in 30 Minutes for Religious Publishers

Kevin Shanley
Shanley & Associates, LLC
Kevin@kevinshanley.com