



Advertising and Media Demographics for The Highest Praise Network

Thanks for your interest in advertising within the Highest Praise Network, a division of Highest Praise Productions, Inc.

Our family of worship-related sites attracts thousands of visitors each month who share an interest in worship, faith, Christian music, church technology, and leadership. Our visitors are actively involved in worship ministry and make at least one purchase online each month.

Pricing:

Banner Campaigns are priced as CPM (cost per 1,000 impressions). An impression is defined as when a banner is seen or viewed by a website visitor. Our ad management control panel offers detailed statistics including the number of impressions, click-thru, and click-thru ratios.

Time-sensitive campaigns: \$7/CPM (\$7 per 1,000 impressions)

Have a pre-determined start and end time. Time-sensitive campaigns take higher priority over other campaigns.

Standard campaigns: \$5/CPM (\$5 per 1,000 impressions)

No specific end-time, campaign runs until impressions expire. Standard campaigns will have secondary priority to time-sensitive campaigns.

Direct Email Campaigns:

Direct Email Campaign to our opt-in list of worship-resource subscribers via the Highest Praise E-Newsletter. Advertiser provides full HTML email and plain text version. Pricing: \$.04/recipient – approximately 10,000 opt-in recipients

To begin your campaign:

Print the insertion order at end of this document and fax to:
877-246-6075

<http://www.highestpraise.com/advertise/>

Email: advertising@highestpraise.com

The Highest Praise Network:

The network consists of several worship-related websites and social media extensions. All of the websites in the network target those involved in worship ministry and leadership.

TheWorshipCommunity.Com



Quick Stats:

- ✓ Approx 20,000 Visits Per Month
- ✓ Over 66,000 Pageviews Per Month
- ✓ 350+ RSS Subscribers and Growing
- ✓ 1400+ Twitter Followers & Growing @theworshipcomm
- ✓ Huge Expansion into FaceBook

Banner Sizes Available:

- 468x60 banner (top right, all pages)
- 300x230* square (right sidebar, articles and archives)
- 120x600* skyscraper (right sidebar, all pages)
- 125x125 square (right sidebar, all pages)

** maximum height specified, this is preferred height, but can be shorter.*

TheWorshipCommunity.Com has two major areas of traffic. The homepage and archive area features articles on Worship Leadership, Arts, Theology, Technology, and Reviews. Articles are written by an incredible team of contributors who are serving in worship and tech leadership positions in local churches and ministries. The "Forums" are the other major area of traffic, driven by both members and visitors. The forums are constantly buzzing with people asking questions, answering posts, browsing, and searching within the community.

HighestPraise.Com



Quick Stats:

- ✓ Over 5,000 Visits Per Month*
- ✓ Over 7,000 Pageviews Per Month*
- ✓ 350+ Subscribers to Podcast
- ✓ 10,000+ Email Subscribers

**Due to a recent migration from Urchin to Google Analytics for site stats, many of our pages on HighestPraise.Com have yet to be integrated into the new tracking system. As a result, the stats are much lower than actual impressions and stats.*

Banner Sizes:

- 468x60 banner (top of all pages)
- 300x230* square (right sidebar, all pages)
- 120x600* skyscraper (right sidebar, all pages)
- 125x125 square (right sidebar, all pages)

** maximum height specified, this is preferred height, but can be shorter.*

HighestPraise.Com is the homepage for Highest Praise Productions, Inc. and HPP Publishing. Once one of the largest online sites for music downloads, HPP has recently been migrated to a new design in early 2009. As a result, many of the pages are still being integrated into the new design. HighestPraise.Com hosts the main email mailing list, monthly free giveaways, featured resources, and featured praise and worship songs and downloads.

FredMcKinnon.Com



Quick Stats:

- ✓ Over 6,000 visitors per month
- ✓ Over 11,000 pageviews per month
- ✓ Approximately 400 RSS subscribers and growing
- ✓ Over 1,000 Twitter Followers & Growing @fmckinnon
- ✓ Expanding community through blog commenting and FaceBook Connect

Banner Sizes:

- 468x60 banner (bottom of each blog post, front page and single pages)
- 300x230* square (right sidebar, all pages)
- 125x125 square (right sidebar, all pages)

** maximum height specified, this is preferred height, but can be shorter.*

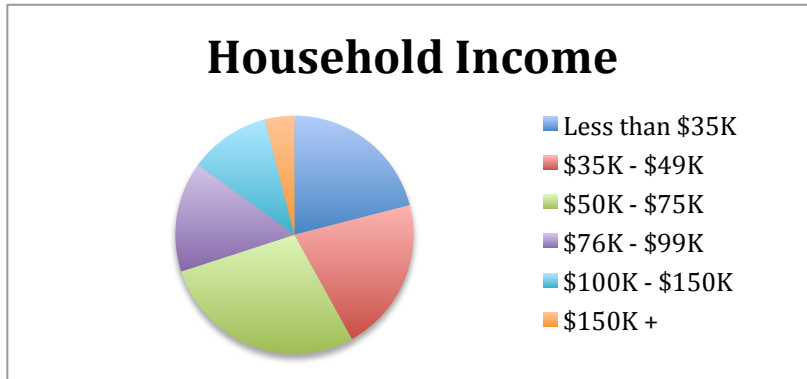
FredMcKinnon.Com is the blog and music page for Fred McKinnon, Founder of Highest Praise Productions and TheWorshipCommunity.Com. In addition to multiple blog entries per week on worship, leadership, faith, and music, Fred currently hosts “Sunday Setlists” each week. The “Sunday Setlists” blog carnival attracts hundreds of worship leaders and congregants who share a recap of their weekly worship services.

Visitor Demographics

Gender: 62% male, 38% female

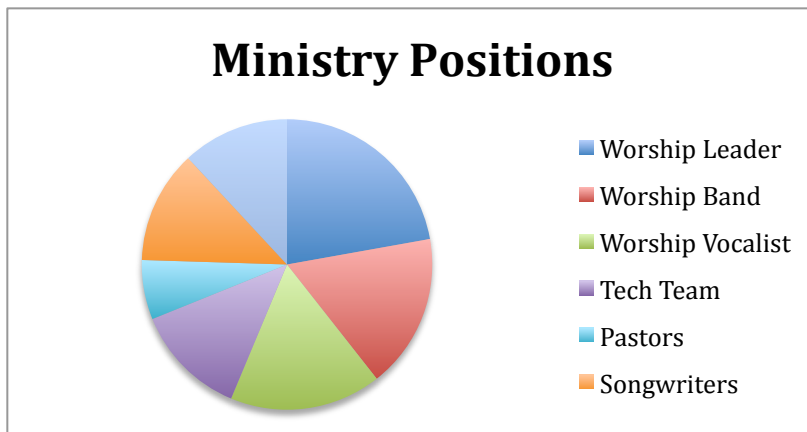
Education: 65% have college degree or higher

80% of those surveyed are married, and 72% have children.



Of those surveyed, 53% are on full or part-time staff in a local church or ministry. Below is an example of the positions filled.

(those surveyed could choose more than one option)



Online Activity:

54% of those surveyed make AT LEAST one online purchase per month, while another 32% report making online purchases 4-11 times per year.

70% of those surveyed spend more than 20 hours per week online.
65% follow blogs and nearly 41% follow twitter accounts

HPP Network – Insertion Order

Please complete and fax to: 877-246-6075. You are allowed to submit (1) banner for each available banner size per campaign. *(Example: you can have one campaign for 100,000 impressions, and submit a banner for 468x60, 120x600, 300x230, etc., but only one banner for each size)*

Select Your Campaign Type:

___ Time-Sensitive (\$7/CPM)

Enter Begin Date: _____ End Date: _____

___ Standard (\$5/CPM – not date specific)

___ Direct Email Campaign (contact for availability)

of Impressions: (minimum 10,000 impressions) _____

(note: we do not guarantee delivery of booked impressions. If we are unable to deliver your requested number of impressions, we will notify you prior to beginning campaign, or we will invoice you only for impressions served)

Coverage:

By default, your campaign will be presented across the entire network of sites. If you would like to **exclude a website**, please ~~strikethrough~~ the site below:

www.theworshipcommunity.com

www.highestpraise.com

www.fredmckinnon.com

Billing Information:

Email Address (required): _____

Company Name: _____

First/Last Name: _____

Billing Address: _____

Purchase Order (if required): _____

Payment Method:

Credit Card – Check – PayPal (remit to billing@highestpraise.com)

Credit Card: (Visa/Mastercard Only)

CC Number: _____ - _____ - _____ - _____

Expiration Date: _____/_____

Security Code (3-digit code on back of card): _____

After submitting the insertion order, please email banners to:
advertising@highestpraise.com