

# 2012 Media Kit

- ✓ **Relevant Blog Posts**
- ✓ **Responsive Readership**
- ✓ **Receptive Ad Placements**

## **Our Readers are: Committed, Engaged, Missional**

Built on the life and message of **Dr. Tony Campolo**, the goal of **Red Letter Christians** is simple: To take Jesus seriously by endeavoring to live out His radical, counter-cultural teachings as set forth in Scripture, & especially embracing the lifestyle prescribed in the Sermon on the Mount.

To that end **RedLetterChristians.org** is a website aimed at cultivating and inspiring individuals from around the world to take Jesus seriously in their own back yard. Our readers are individuals from families, churches and communities dedicated to serving & working with the poor and oppressed, caring for the environment & eliminating human trafficking, in the name of Jesus.

### **The Site:**

**Page Views: 71,000 monthly**

**Unique Visitors: 26,000 monthly**

The site is rapidly growing. Originally launched in December 2010, **RedLetterChristians.org** grows exponentially each month. In January 2011 there were 11,000 page views. In July 2011 there were 38,000 and today there are over 71,000 page views per month!

**[Advertising is hosted by Beacon Ads](#)**

**200x125 = \$30 or \$25/month | 728x90 = \$30/month**

# **Red Letter** Christians

**By Tony Campolo and Friends**

**Brian Ballard, Editor**

610-225-5378 | 610-341-4372 (fax)

rlc@eastern.edu

**[www.redletterchristians.org/advertising](http://www.redletterchristians.org/advertising)**