

**Your gateway  
to Christians  
thinking critically,  
acting courageously, &  
building a world where  
Jesus' words are  
taken seriously.**

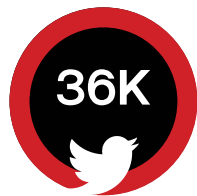
You can advertise almost anywhere these days. But if you're looking to reach faithful people living out Jesus' counter-cultural teachings from the pew, the pulpit, and within a movement of justice-driven believers across this country, your target audience is Red Letter Christians. Welcome, co-conspirator!



**RED LETTER  
CHRISTIANS**

# OUR REACH

Red Letter Christians reaches **three-quarters of a million people** each year through our website, social media impressions, podcast, and newsletters.



We are relational. We'll work with you throughout the advertising process because we want you to meet your goals.

You can customize your ad to fit your own goals and budget. We'll offer ideas rooted in our deep knowledge of our movement, but we'll work around your needs and are dedicated to your success.



We believe in quality. Whether you're advertising a book, educational program, or other opportunity, you can trust that our audience is already thinking critically about justice issues and putting their faith into action. You offer quality opportunities to our movement, and in turn, you reach a dedicated, thoughtful audience who wants to learn more about your offer.



# WHAT FOLKS ARE SAYING



What this country needs today, what our world needs today, are Christians who are less concerned about winning arguments and being right, and more concerned about making the Way of Love that Jesus talked about - genuine, practical, unselfish love - their way of life.

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**The Most Rev. Michael B. Curry**  
Presiding Bishop of The Episcopal Church



Making lively connections between gospel faith and our common public life is an urgent task. I am so glad that Red Letter Christians are at exactly this important work. They show the ways in which faith requires and permits bold witness an action for the sake of God's purpose in the world.

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**Walter Brueggemann**  
Professor Emeritus,  
Columbia Theological Seminary



Christians have always been called to stand with the marginalized and model a redemptive love that overcomes fear, anger and conflict. RLC takes this commission to heart. RLC understands that we are still commanded to do justice, love mercy, and walk humbly with God and I'm grateful for their committed embrace of this mission.

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**Bryan Stevenson**  
Founder & Director of the Equal Justice Initiative and author of *Just Mercy*



In this "kairos" moment - a decisive moment of crisis, change and transformation - I give thanks for Red Letter Christians for reminding the nation what Jesus really says about injustice and for demonstrating the biblical command to lift from the bottom so everybody can rise.

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**Rev. Dr. Liz Theoharis**  
Rev. Dr. Liz Theoharis, Director, Kairos Center, Co-Chair, Poor People's Campaign



# ADVERTISING TIERS

This package introduces new organizations & companies to the Red Letter Christians movement. This is a great place to start if you are looking to “dip your toe in the water” with advertising. This tier has a 6 month time limitation, at which point, we know you’ll want to reach even more people as a Co-Conspirator or Partner.

**Estimated Investment:**

**~\$2,000 over 6 months**



## FRIEND



## CO-CONSPIRATOR

This package is designed to ensure you are well known across the RLC movement. This package is suited for organizations, institutions, & companies looking to drive results like event registrations, book sales, course enrollment, & other conversions that require a target audience of justice-minded Christians & advocates.

**Estimated Investment:**

**~\$5,000 over 6 months**

This package is designed for those looking to engage & mobilize the RLC movement in a way that will shape your institution for years to come. This package allows you to reach RLC's audience in every capacity we offer. By the conclusion of your 6 months, your call to action will be synonymous with our movement for Jesus & justice.

**Estimated Investment:**

**~\$10,000 over 6 months**



## PARTNER

# FRIEND

This package introduces new organizations and companies to the Red Letter Christians movement. This is a great place to start if you are looking to “dip your toe in the water” with advertising. This tier has a 6 month time limitation, at which point, we know you’ll want to reach even more people as a Co-Conspirator or Partner.

If you’re ready to dive right in, explore our more robust tiers below!

## IN THIS TIER

- 30 second podcast ad recorded by your team to run once a week for 6 weeks during your 6 month period (script drafted by your team and pre-approved by RLC)
- Link to promotion in the podcast show notes
- Skyscraper ad on website homepage for 1 week during 6 month period (week chosen by sponsor, dates dependent on availability)
- 2 posts shared across RLC social platforms during the 6 month period (you choose the date and time, we check our social media line up for availability). All posts are indicated to be paid promotions with your company/organization.



## INVESTMENT

Advertisers in this tier can expect to spend **~\$2,000 over the course of 6 months**, contingent on RLC social media following, podcast episode downloads, & web traffic.

# CO-CONSPIRATOR

This package is designed to ensure you are well known across the RLC movement. This package is suited for organizations, institutions, and companies looking to drive results like event registrations, book sales, course enrollment, and other conversions that require a target audience of justice-minded Christians and advocates.

## IN THIS TIER

- 30 second podcast ad recorded by Shane of RLC to run once a week for 6 weeks during your 6 month period (script drafted by your team and pre-approved by RLC)
- Link to promotion in the podcast show notes
- 4 posts shared across RLC social platforms during the 6 month period (you choose the date and time, we check our social media line up for availability). All posts are indicated to be paid promotions with your company/organization.
- Skyscraper ad on website homepage for 2 weeks during 6 month period (you choose the weeks, dates dependent on availability)
- Relevant deadline, launch date, conference date, or other relevant event is added to the RLC event calendar throughout 6 month period
- Ad included in “catch up” newsletter 3 times throughout your 6 month period (you chose newsletter issue/dependent on availability)



## INVESTMENT

Advertisers in this tier can expect to spend **~\$5,000 over the course of 6 months**, contingent on RLC social media following, podcast episode downloads, & web traffic.



# PARTNER

(Section 1 of 2)

This package is designed for those looking to engage and mobilize the RLC movement in a way that will shape your institution for years to come. This package allows you to reach RLC's audience in every capacity we offer. By the conclusion of your 6 months, your call to action will be synonymous with our movement for Jesus and justice.

## IN THIS TIER

- 60 second podcast ad recorded by Shane of RLC to run once a week for 6 weeks during your 6 month period (script drafted by your team with feedback from RLC team member; pre-approved by RLC)
- Link to promotion in the podcast show notes
- 6 posts shared across RLC social platforms during the 6 month period (you choose the date and time, we check our social media line up for availability - partners' requests for timing are prioritized over all other ad requests). All posts are indicated to be paid promotions with your company/organization.
- RLC co-sponsors your institutions relevant Facebook Event (if applicable)
- For authors and publishers: RLC hosts one of its virtual book clubs on a mutually agreed upon book (based on availability). The audio content recorded during the virtual event will be released as an RLC podcast. (Advertisers interested in other types of virtual events can discuss options for a different style of virtual event or podcast episode, or remove this expense from their advertising package.)



## INVESTMENT

Advertisers in this tier can expect to spend **~\$10,000 over the course of 6 months**, contingent on RLC social media following, podcast episode downloads, & web traffic.

# PARTNER

(Section 2 of 2)

This package is designed for those looking to engage and mobilize the RLC movement in a way that will shape your institution for years to come. This package allows you to reach RLC's audience in every capacity we offer. By the conclusion of your 6 months, your call to action will be synonymous with our movement for Jesus and justice.

## IN THIS TIER

(continued)

- Skyscraper ad on website homepage for 4 weeks during your 6 month period
- Ad included on top-performing blog post for 4 weeks during your 6 month period (RLC places ad and adjusts weekly based on highest performing blogs)
- Relevant deadlines, launch date, conference date, or other relevant event is added to the RLC event calendar throughout 6 month period
- Ad included in the “Catch-Up” newsletter 3 times throughout your 6 month period
- Skyscraper ad on website homepage for 4 weeks during 6 month period (you choose the weeks, partners’ requests for timing are prioritized over other ad requests)



## INVESTMENT

Advertisers in this tier can expect to spend **~\$10,000 over the course of 6 months**, contingent on RLC social media following, podcast episode downloads, & web traffic.



# FOR ALL SPONSORS

- At the start of your contract, you will share a unique link or code that the RLC movement can use to track conversions.
- At the conclusion of your 6 month contract period, you will be asked to complete a brief evaluation form where you can offer your feedback and help RLC improve its advertising program for future like-minded organizations.
- You agree to share all advertising data collected with RLC throughout the 6 month period.
- Sponsors understand that pricing is contingent on RLC social media following at the start of contract and website reach one month before start of contract. For a full cost breakdown and to modify your advertising package, see the "General Cost Breakdown" section.
- Red Letter Christians reserves the right to accept, deny, or cancel partnership with any organization, institution, company, or any other legal entity for any reason. RLC's mission is integral throughout the advertising process.



# COST BREAKDOWN

## podcast

Spot Length	Cost	First Ad (+10%)	Recorded by RLC (+25%)
30 seconds	\$18/500 downloads	\$19.80/500 downloads	\$22.5/500 downloads + one time recording fee of \$100
60 seconds	\$26/500 downloads	\$28.50/500 downloads	\$32.50/500 downloads + one time recording fee of \$100
Full episode	\$1,500/episode	N/A	N/A

## website

Web Location	Investment
1-week skyscraper ad on homepage	\$15 (per 1K pageviews in month prior to the start of the ad)
Ad on top performing blog post	\$30 (per 1K pageviews during ad run time)
Job posting	\$100 (on website for 30 days)
Event posting	\$100 (on website for 30 days)

# COST BREAKDOWN

## social media

RLC Platform	Investment
Facebook Post (27K)	\$10/1K followers at time of post
Instagram Post (9.2K)	\$10/1K followers at time of post
Twitter (35.8 K)	\$10/1K followers at time of post
Instagram Collaboration	\$50/1K followers at time of collaboration
Facebook Event Co-Hosting	\$20/1K followers at time of collaboration
Virtual Event Collaboration	Starting at \$1,500

- Prices reflect investment if RLC is provided with all post content. RLC design/drafting will incur an additional expense.
- If you wish to advertise on Shane Claiborne's social media channels, rates are the same per follower count (refer to charts above). Please inquire as space is extremely limited and based on content.
- "Collaborations" allow you to share content across your own platforms and the platforms of RLCs. These opportunities are ideal to increase your follower count.
- Other types of content are also available for advertising (video, reels, multi-photo posts, campaigns, etc.) Please inquire about these options if interested.

## newsletter

Type of Newsletter	Investment
Wake-Up (sent daily to 8.2K people)	\$75 (per email)
Catch-Up (sent monthly to 12K people)	\$200 (per email)