



- Webzine
- Internet Postcards
- Printed Postcards
- Audio/Video Postcards
- Audio/Visual Presentation
- Multimedia
- Block/Podcasting Application
- Calendar
- Communication System
- Teleconferencing
- Video/MP3 Gallery
- Web Audio/Video Chat
- Manage Church E-Communications



Gospel Marketing Resource Guide



“WE ARE ONE IN THE SPIRIT”

Gospel Marketing through webzine, internet postcards, printed postcards, Audio/Video Postcard, Audio/Visual Presentation, Multimedia Block/Podcasting Application, Calendar, Communication System, Teleconferencing, Video/MP3 Gallery, Web Audio/Video Chat.

*There is one body, and one Spirit,
even as you are called in one hope
of your calling; One Lord, one
faith, one baptism, One God and
Father of all, who is above all, and
through all, and in you all.
Ephesians 4:4-7*

The Gospel Express is a state of the art marketing and promotions company that is established in the Atlanta Community for the purpose of building a network of churches, individuals, businesses, ministries into a movement of God utilizing the latest in technology.

We are excited to be a part of this community and realize that we are obedient to God when we fulfill our end of His covenant by being His witness. That's why we are striving to create the audiences that have a great appreciation for God's Word and understand that it's when we get together and testify of His goodness, that others are made whole.

So we invite everyone to join us as we dedicate our work of getting the word out about your musicals, church services, community events, album releases, service opportunities, Interviews, News in the Gospel, listening parties, conferences, live recordings, etc.

We have many services and several packages available. Please choose the one that's best for you. If you don't see one that fits your needs or require additional services, please schedule an appointment and we'll create a plan for you.

Banners on our Web Site – 125x125, 325x250, or 468x60 – Space is on a first come first serve basis. Banner will be rotated throughout web site for the period of time designated. Banner can be pre-designed or may be designed by our staff.

Press/News Release – There are general releases that will be blasted that includes industry specific news from time to time. We offer to our clients the opportunity to share news to our readership by way of our various media forms.

Flyer/Postcard Creation – We have design professionals that will work with you on transferring your message to the intended audience by creating an exciting image with all the necessary information that's second to none.

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Social Networking – We help you create a presence on other web sites established for networking, marketing, communicating with others. Those entities include *Myspace, Facebook, YouTube, Gospel Tube,* and *Gospel City*. Let us help you explode.

Media Player Inserts – We will host your media insert on our web site. 30-60-90 second commercials, videos, trailers, image and audio, images or audio, all of reasonable lengths.

E-mail Blasts – We will blast your email to our lists that are pre-designed (see specs), or we will design for you. If you pre-design, the email must be complete. All content must be proofed and ready to send. Information sent for our designers for creation must be proofed and ready for to print as well.

Newsletters – Ads, multimedia may be distributed in monthly newsletter. The newsletter will consist of the latest news in Gospel, church highlights, pastor profiles, artist profiles, other industry professionals. There will be articles that will center around artist development, the do’s and don’ts of the industry as well. Articles will be submitted from Artist Organizations as well as Words of Inspiration from pastors, ministers, and others as well. Another area of need we’ve found is an exchange for musicians looking for work as well as churches looking for musicians.

Audio/Video Postcard – The audio/video postcard allows the recipients to both read and listen to/watch your message. Unlike conventional e-mails or web pages, the audio/video postcard stands out and gets attention. The postcards resembles a postal postcard with your text on the left-hand side and a “stamp” in the upper right corner. The stamp can be your logo or a photo. Creating the postcard is done 100% through your or our web browser, including the recording of your message. Can be used to put on our web site or to send as e-mail.

Audio/Visual Presentations – People learn in different ways. Some learn best by reading, some by images, and others by sounds. The audio visual (or a/v) presentations provides a way for you to create presentations using all words, pictures, and/or voice. These presentations are viewable on the web browser with no software to download, or no files needed to be opened.

Multimedia Blog/Podcasting Application – Blogs are used by individuals to share their ideas, thoughts, and feelings with others. They have many more uses such as meetings, updates, faith discussions, and more. This application can also serve as a Podcasting tool, with live RSS feeds. We will post topics of discussion to our readership which may be with pastors, artists, other industry professionals and they will be allowed to join in to the discussions.

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Calendar - The Calendar will be used to publish events common to our readership. The calendar can be displayed in month view, list view, or day view – showing all events on a particular day. Each event has a reminder option where members can choose to be sent an email and/or SMS reminder for the event at a specified time. The use of SMS (the sending of a short text message directly to your cell phone) allows the calendar to function much like popular desktop calendar software applications today.

Readership Polls – We can create a poll where we create multiple choice questions and send them to our readership. The poll collects the responses and tallies the data. Polls can also be displayed on our homepage for even more exposure.

Reviews – In reviews, we can include an image, a description, contact information, and more on businesses, artists, movies, plays, musicals, restaurants, songs, or anything that collects opinions. Each person can then add comments to, and rate the listings just like popular e-commerce sites with one major difference – the listings are specific to our readership and the ratings are from members from our own group.

Teleconference – We offer reliable secure reservation less conference, using state of the art digital technology. Features include dedicated dial-in-number and access codes, free recording, up to 150 callers per conference, no reservation needed, one number and multiple access codes to group and organize conferences, and more!

Web Audio Chat – Web audio chat is a chat application that can be used for basic text chat and/or voice chat using your PC sound card. It includes many features such as private messages while chatting, file sending, and private rooms. We can also use this application to have live “conference calls”. Great for webinars or one to many communications.

Web Video Chat – The Gospel Express uses a flash-based chat client for real-time voice and video chat. This means there is no software to download and you have a chat client that is not limited to HTML or scripting languages. You can have voice conversations, just as if you were talking on the telephone – but without the need to give out phone numbers and without those long distance charges! With the added benefit of streaming live video.

Atlanta Church Directory – View a list of churches in the Atlanta Area that have decided to be a part of this Gospel Community Web Site. You’ll see their address, directions, contact persons, church services – days and times and even be able to click a link to their web site.

We very much look forward to sitting with you to design a special package for maximum exposure and development of you, your ministry, your church, your project, your message, or your cause.

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Specs for pre-designed formats:

Broadcasts can be created in many different formats. Depending on how you'd like your broadcast to operate will determine if there will be additional work of preparation by our design staff. Because of the many different outputs, once we determine the type of service you require, we will follow up with a Job Order Form outlining your requests and what it will take to complete the tasks. There will also be an invoice sent as well.

In all pre-designed and design transactions, we are not responsible for the content. Please proof all items for your project. We will review all work and send to your for your authorization to send.

- Open the original image file in an **image editor**. For the best image quality, your original image should be saved as a TIFF.
- If the width of your image is greater than 800 pixels, resize it. **Click here** for more on suggested image sizes.
- Use your image editor's Save for Web & Devices (Photoshop) or Optimize (various programs) feature to choose a resolution setting that reduces the image's file size to less than 100KB, without noticeably reducing image quality.
- Save the file as a JPEG, GIF or PNG.
- **Check the file size and dimensions** of your JPEG, GIF or PNG file to ensure that it is no larger than 100KB or 800 pixels wide.

Specials/Packages

For multiple broadcasts and other services only, we will offer a special price for any over three.132 You will be able to pay for your order through paypal. Please click the “Buy Now” button and you will be led to our order form. Any order received without payment will be put on hold and will be contacted by our staff.

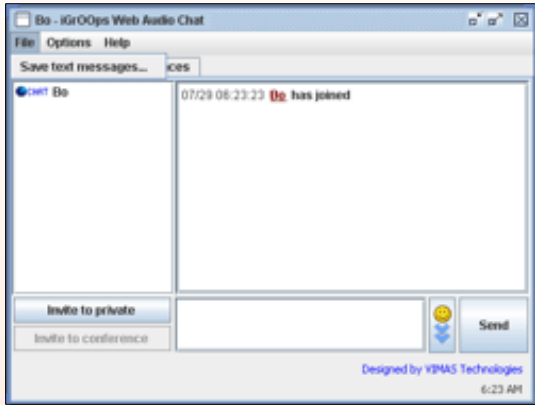
Examples:



Audio/Visual Post Card



Audio/Visual Presentation



Web Audio Chat



Web Video Chat



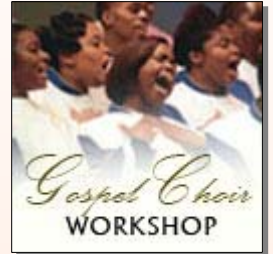
Web Banners

320 X 240

Web Banners



160 X 600



125 X 125



“WE ARE ONE IN THE SPIRIT”

Web Banners



728 X 90



300 X 250



468 X 60

The Gospel Express, LLC

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Phone: 404-474-4055 • Fax: 404-551-4301

Email: sales@thegospelexpress.org

Serving 30,000 subscribers and 400 Churches and Pastors!

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Placement	Size (Px)	Maximum Weight	Price
Banners on our Web Site			
Square	125x125	40k	\$300/week
Full Banner	468x60	40k	\$300/week
Major Board	728x90	40k	\$400/week
Meda Player on Website			\$300/week \$600/month
E-Blasts			
Design and e-blast of Press/News Release	600x385	40k	\$600/each
E-mail Blast only of predesigned work	600x385	40k	\$400/each
Flyer/Postcard Creation only or with E-blast			\$200/each \$600/each
Social Networking			
Myspace, Facebook, Youtube, Gospeltube, and Gospel City			\$300/each
E-Newsletters			
Banners are same as Web Site			
Media Player			\$400/each
Ads			\$300/each
Audio/Video Postcard for E-Blast			\$400/each
Audio/Video Presentations for Eblast			\$400/each
Interactive Communications Package			
Multimedia Blog/Podcasting Application			\$500/month
Calendar			
Readership Polls			
Reviews			
Teleconference			
Web Audio Chat			
Web Video Chat			
Atlanta Church Directory			
Listing			Complimentary

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Total Amount of Contract	\$ _____
Invoice Number	_____
MAKE ALL CHECKS PAYABLE TO: The Gospel Express, LLC P. O. Box 2762 • Atlanta, GA 30301 Phone: 404-474-4055 • Fax: 404-551-4301	

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CONTRACT AGREEMENT

The undersigned member/advertiser here authorizes the development of the services below in The Gospel Express for a total of \$_____ for complete fulfillment.

Every effort will be made to afford exact services as contracted, however, under no circumstances is position guaranteed until full payment is made and a confirmation of order from production team is disclosed.

RATES AND METHOD OF PAYMENT: All membership and advertiser rates are cash with order. Client may also visit our web site at <http://www.thegospelexpress.org> and select **Service Rates and Fees** in the menu across the top. Client may also place order and an invoice will be emailed with link to make payment online. You may e-mail your request to sales@thegospelexpress.org at any time. Please attach all art and/or text files.

TERMS AND CONDITIONS: All accounts are due and payable except otherwise stipulated. The client agrees to pay The Gospel Express all costs of legal fees, which may occur in collecting any outstanding balances or any part thereof.

THIS AGREEMENT SHALL NOT BE VALID UNLESS IT IS APPROVED BY THE CLIENT, PRESIDENT/CEO OF THE GOSPEL EXPRESS, OR DESIGNATE. CONTRACT IS NON-CANCELLABLE AND CONTAINS MY FULL AND COMPLETE UNDERSTANDING AND ACCEPTANCE OF ALL TERMS AND CONDITIONS.

Proofs (for our designs), will not be sent to client until at least half of the contract has been paid in full.

QTY	PRODUCT/SERVICE	EACH	TOTAL
TOTAL			

Client

Authorized by: _____
 Position: _____
 Company's Name: _____
 Date Signed: _____

The Gospel Express

Approved by
 President/CEO: _____
 Date Approved: _____

