



TPV Media Information Kit

Reasons to Advertise with The Potter's Vessel

Biblically-Based

We strive to make all of our business dealings, sales activities, creative composition, and accounting practices a God pleasing experience and beyond reproach.

Financially-Sound

It is Biblical to be a good steward of our finances. This includes tithing to our local respective churches and to other ministries. We will strive to maintain **The Potter's Vessel** as a profitable and stable Christian Business. **The Potter's Vessel** does not operate on a shoestring budget. God has blessed it financially. This does ensure its future – God willing!

Advisory Committee

The Potter's Vessel is blessed to have a team of advisors helping to make all the right and proper God pleasing decisions as it grows.

Editorial Section

The Editorial Section has been a nice addition since it was introduced several years ago and has added longevity and exposure for **The Potter's Vessel**.

Coupon Section

A nice touch for anyone who needs a little help in today's economy – money saving coupons.

Great Visibility and Exposure

We use solid marketing and distribution efforts through Christian radio stations, bookstores, churches, ministries, direct-mail, advertising mediums, networking, spam free eMail marketing etc. to constantly increase visibility and exposure of **The Potter's Vessel**.

Reaching Many

Today **The Potter's Vessel** reaches into about 60,000 homes and about 2,000 business and organizations across Central Illinois. This creates more exposure and enables greater usage.

The Printed Gospel and Messages of Encouragement

The Gospel and messages of encouragement will be openly printed in **The Potter's Vessel** for everyone to see and be ministered from, opening up possibilities for outreach.

Super Advertising and Networking Media

The Potter's Vessel is full of Christian advertisers. Please call, visit, and utilize their products and services. Let them know you saw them in **The Potter's Vessel**. Ministries and churches can also use **The Potter's Vessel** as a way to inform the community-at-large about their work.

Pleasant and Easy to Use Format

The Potter's Vessel will be easy to spot, easy to use and easy to read. We pray it will be kept as a ready reference close by all year long with new editions released annually.

Christian Networking

The Potter's Vessel offers the Body of Christ a reference and an opportunity to unite, network, offer each other hospitality, and be counted on. We now call this **Potter's Network**. (Currently in development) Visit

www.pottersnetwork.com.

Multiple Guides

Our goal is to publish **The Potter's Vessel** into seven geographical areas, enabling the local body of each area to have a means of networking in all seven areas. Currently, we are publishing in the Peoria and Bloomington Metro areas.

Web Site

WWW.THEPOTTERSVESEL.NET

The Potter's Vessel web site will enable us to reach more advertisers, churches, ministries, and consumers in every way imaginable. Great networking and communication results will ensure enabling God's community to better work together, building up His Kingdom.

Contact Us At:

The Potter's Vessel

P.O. Box 248

Groveland, Illinois 61535

866.602.7772 / 309.387.2642

Web: www.thepottersvessel.net

eMail: info@thepottersvessel.net

What:

The Potter's Vessel is your complete resource guide to help you to rediscover the local Christian community. It will help you find businesses, churches, ministries, schools, and community events, whose focus is on God.

When:

Published and distributed yearly: January-March

Where:

Central Illinois Area. Encompassing a 60-mile radius of Morton, Illinois and taking in 15 counties.

Why :

The Potter's Vessel is a tool focused on "Blending Resources and Needs" within the Central Illinois Christian community.

Vision

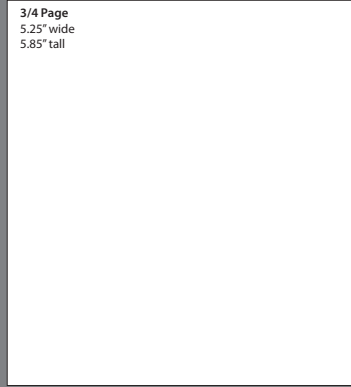
Our Vision is to blend the resources and the needs of our community with those from the Christian business, church, and parachurch community.

Mission

Our Mission is to produce and distribute a quality, Biblically based Christian business guide distributing it FREE of charge to Christians across Central, Illinois.



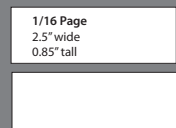
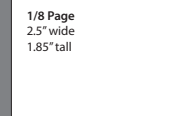
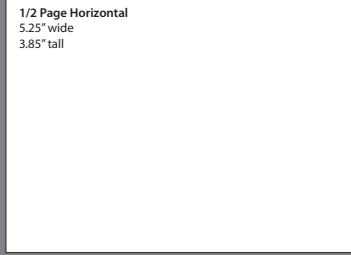
The Potter's Vessel Page size – 6" x 9"



THE POTTER'S VESSEL ADVERTISING RATES

AD TYPE	DIMENTION	YEARLY RATE
Bold Listing	14 point Bold Face	\$ 185
Bold Listing in Red	14 point Bold Red	\$ 215
1/16 Page	2.5"W x .85"H	\$ 295
1/8 Page	2.5"W x 1.875"H	\$ 535
1/4 Horizontal page	5.25"W x 1.825"H	\$ 835
1/4 Vertical page	2.5"W x 3.85" H	\$ 835
1/2 Horizontal page	5.25"W x 3.85" H	\$ 1,175
3/4 Vertical page	5.25"W x 5.85" H	\$ 1,375
Full Page	5.25"W x 7.875"	\$ 1,615
Outside Back Cover	6"W x 9"H	\$ 3,295
Outside Back Top Half	5.25"W x 3.85" H	\$ 2,400
Outside Back Lower Half	5.25"W x 3.85" H	\$ 1,900
Inside Back Cover	6"W x 9"H	\$ 2,295
Left Inside Back Cover	6"W x 9"H	\$ 1,900
Inside Front Cover	6"W x 9"H	\$ 2,695
Right Inside Front	6"W x 9"H	\$ 2,295
Coupon Section	2.5"W x 1.875"H	\$ 295
Advitorial		\$ 1,875
Cross Reference listing		\$ 95
Cross Reference Box ad		\$ 135
Mid Two Page Spread	12"W x 9"H	\$ 4,195

The Potter's Vessel Page size – 6" x 9"



WEB RATES

Web Rates	Set Up Fee	Change Fee	Monthly Rate	Yearly Rate
Business Listing	\$ 25	\$ 19	\$25 Mo / 6 Month Min	\$ 225
Email Link	\$ 25	\$ 19	\$3 Mo / 12 Month Min	\$ 36
Web Url Link	\$ 25	\$ 19	\$3 Mo / 12 Month Min	\$ 36
Display Ad at Listing	\$ 49	\$ 25	\$ 49	\$ 490
Coupon at Listing	\$ 49	\$ 25	\$ 49	\$ 490
Advitorial at Listing	\$ 125	\$ 25	\$ 79	\$ 790
Video at Listing	\$ 1,900	\$ 25	\$ 79	\$ 790
All Four			\$ 149	\$ 1,490

FEATURED COMPANY & MINISTRY AD RATES & POSITIONING

Set Up Fee	Change Fee	Home Page	Business Directory Page	Ministry Directory Page	All Other Pages
\$ 175	\$ 25	\$ 650 / Mo	\$ 450 / Mo	\$ 350 / Mo	\$ 225 / Mo

** Please Note: All Company & Ministry Feature Ads Are MONTHLY COMMITMENTS ONLY*

ROTATING BOX AD RATES & POSITIONING

Box Ad Position	Set Up Fee	Change Fee	Home Page	Business Directory Page	Ministry Directory Page	All Other Pages
Top Position	\$ 125	\$ 25	\$ 550 / Mo	\$ 450 / Mo	\$ 350 / Mo	\$ 225 / Mo
Second Position	\$ 125	\$ 25	\$ 275 / Mo	\$ 225 / Mo	\$ 175 / Mo	\$ 113 / Mo
Third Position	\$ 125	\$ 25	\$ 113 / Mo	\$ 113 / Mo	\$ 85 / Mo	\$ 55 / Mo
Fourth Position	\$ 125	\$ 25	\$ 59 / Mo	\$ 55 / Mo	\$ 42 / Mo	\$ 22 / Mo

** Please note the following about Box Ads:*

- 1. Only One Advertiser at Top Position*
- 2. Three Advertisers Randomly Rotate at Second Position*
- 3. Five Advertisers Randomly Rotate at Third Position*
- 4. Unlimited Advertisers Randomly Rotate at Fourth Position*

*** Box Ad Rates are Monthly with Minimum of Three Month Commitment*

**** Yearly Commitments for Box ads are Available and Receive Two Months Free with Paid Agreement.*

How to Submit Art for The Potter's Vessel

Email:

We can receive email files up to 7MB. Any files larger than 7MB can be zipped to reduce its size if you have access to WinZip software.

Digital:

You may send digital file copies by mailing them on disk, CD, or DVD.

Logos:

The preferred file format for logos is an EPS file, such as Adobe Illustrator, with fonts converted to paths and all attached support files. Logos may be provided as scans but must follow the guidelines set for Photos and Illustrations.

Artwork File Types to Use:

Preferred file types are: .TIF and .EPS. Other acceptable file types are: .JPG / .PDF / .PSD / .BMP / .PNG.

Artwork Resolution:

Resolution for black and white line-art should be 600 dpi. Resolution for color artwork or photos should be 300 dpi.

Artwork Size:

Make sure completed artwork is the same size as your ad. If the ad is on the inside covers or back cover please include 1/8" inch bleed, if necessary. If you crop elements in your artwork be sure to use the correct resolution.

Fonts:

Make sure any fonts used in your artwork are included with your files. If sending an .EPS file please embed the fonts in your artwork.

Photos/Illustrations:

The preferred file formats for photos or illustrations are in either .TIFF or .EPS from Adobe Photoshop. All black & white or color photos or artwork must be scanned at 300 ppi* (118 ppc**). Color images should be saved as a .TIFF or .EPS in the CMYKmode . All line-art (high contrast black & white art with no grey tones) must be scanned at 1200 ppi* (472 ppc**) and saved as a TIFF or EPS in the bitmap mode.

PLEASE NOTE: Graphics and photos used for web sites (normally scanned at 75 ppi*/30 ppc**) cannot be accepted

Art to:**The Potter's Vessel**

P.O. Box 248 / Groveland, IL 61535

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