

What is Christian Connection?

Christian Connection is a non-denominational Christian resource directory that is online at ChristianConnectionOnline.com and in print annually as a full-color magazine. Non-profit organizations, churches, ministries and schools are listed free of charge both online and in print. Christian Connection is funded solely by our paid advertisers, who consist of Christian businesses and professionals who proclaim Jesus Christ as their Lord and Savior. Christian Connection's 25,000 printed copies are distributed through advertising clients' businesses, organizations, schools, churches and ministries. A portion is mailed to individuals requesting a copy.

Mission Statement

Christian Connection's mission is to unite, serve and love Christians of all denominations, races and ethnicities (*Galatians 3:28*) throughout Tallahassee by providing a print and online Christian resource directory of businesses, professionals, organizations, schools, churches and ministries that strive to operate based on biblical principles (*2 Timothy 3:16*). All clients in Christian Connection proclaim Jesus Christ as their Lord and Savior (*Romans 10:9-10*).

Vision

Christian Connection's vision is to unite, serve and love Tallahassee's body of Christ (*Romans 15:5-7*) by providing a non-denominational Christian resource directory to aid Christians in ministering to others (*Acts 2:44*). By providing this directory we hope to encourage Christians to support and serve one another in business and ministry (*Galatians 6:10*). We also hope to reach out to non-believers and inspire Christians through submitted testimonies (*Ephesians 4:29*). God's plan of salvation (*Romans 10:9-10*) is outlined in our online and printed products.

How Was Christian Connection Started?

Christian Connection's ministry partners first met in 2001 at a Mom's Bible Study at their church. One of the partners, Christina Brannon, was going through a difficult time in her marriage and was beginning the study "Reconciling God's Way" through Live the Life Ministries. Part of this program included Christina having two Christian support partners. She asked Sharon Crews and Debbie Leonard to be her support partners and they both agreed. The following year, the three of them became prayer partners who agreed to pray together on a weekly basis for their marriages, families and each other. They have been prayer partners ever since.

Sharon has owned a desktop publishing company for over 10 years. It has always been very apparent that God had His hand in her business. During November 2003, Sharon's major account informed her that they were moving production in house beginning January 2004. Upon receiving this news, Sharon felt at peace and realized that God had something else planned for her.

In January 2004, Sharon felt called to pray about starting a magazine in Tallahassee. She awoke the next morning with thoughts of publishing a Christian resource directory. The front section of the directory would consist of listings for Christian ministries, churches, and schools. These listings would be free of charge. The back section would consist of paid full color display advertisements for Christian businesses and service professionals. Testimonies from clients would also be used. Every detail came to her that morning, even the name, Christian Connection. Sharon had the knowledge and equipment to produce the magazine. She was amazed at the details that God gave her and knew immediately that this was a calling from God. Based on her past work experience, she knew she could not handle this calling alone. Her initial thought was that she needed two partners, one to oversee advertising sales and the other to write and edit the magazine.

Sharon shared the vision with her prayer partners and at her Mom's Bible Study. Strong confirmation came and she knew that in God's timing, this vision was going to become a reality. During Holy Week 2004 Sharon, Christina and Debbie fasted. They lifted up Christian Connection and shortly after the fast Christina told Sharon she wanted to help. Two months later, Debbie asked if there was any way she could be involved. None of them were sure of any of the details, but knew that someday they would be working together.

By September 2004, each of them knew their roles. Sharon is Publisher and Art Director. Christina resigned from the Tallahassee Police Department in January 2005 to become Sales Account Executive. Debbie utilizes her skills as Writer/Editor. In February 2005, Sunrise Publishing Inc., was officially formed and the ministry of Christian Connection became a reality!

2011-2012 Christian Connection Deadlines

Print Advertising Selling Season:September 13, 2010 through March 4, 2011
 New or Updated Information for Church, Ministry and School Print Listings Due No Later Than:.....March 1, 2011
 All Advertising Contracts Due No Later Than:.....March 4, 2011
 Display Advertisement Copy & Artwork Due No Later Than:March 4, 2011
 Display Advertisements Finalized By:March 11, 2011
 Distribution of Annual Print Edition Starts:May 1, 2011

Christian Connection's Staff

Publisher/Art Director: Sharon Crews
 Writer/Editor: Debbie Leonard
 Sales Manager: Christina Brannon - Cell Phone 933-6521
 Sales Account Executive: Amy McClure - Phone 893-3515
 Sales Account Executive: Jesse David Sanders, Jr. - Phone 228-1179

Advertise in Christian Connection . . . Here's Why!

... state publicly that you conduct your business according to biblical principles

Advertising in Christian Connection allows you to let other **Christian consumers know that you are a Christian professional and operate your business according to biblical principles.** Christian consumers are looking for businesses they can trust, remain loyal to and refer to friends. Our targeted Christian market provides that connection between Christian consumers and Christian businesses. **Christian Connection is the only Christian advertising publication in Tallahassee, Florida.**

... support local Christian organizations, churches, ministries and schools

By advertising in Christian Connection you are **contributing advertising listing space in print and online to Christian non-profit organizations, churches, ministries and schools who may not be able to afford to advertise** elsewhere and get the exposure that they need to promote their ministry.

... help unite, serve and love the body of Christ in Tallahassee, Florida

Christian Connection provides a publication and web site that **encourages consumers to support and serve one another in business and in ministry regardless of denomination, race or ethnic background.** All organizations, churches, ministries, schools and advertisers in Christian Connection proclaim Jesus Christ as Lord and Savior.

... purchasing a print display ad is a good investment

By purchasing a print display ad with Christian Connection you are **charged one advertising rate annually at an affordable price** (we are an annually printed resource directory, but charge a fraction of the cost of advertising in a yellow page directory). You get a **high-quality, full-color display ad** (not on newsprint that fades and comes off on your hands). Your **ad will be designed by our creative department with no extra charges** for any production work such as ad design, scans, stock photography, etc. Additionally, you may have your ad agency design your ad and submit it to us according to our specs. Our art director has over 10 years experience in periodical production work (weekly, bi-monthly and monthly newspapers/magazines) through operating her own desktop publishing business.

You will also receive a **FREE online listing on our web site www.ChristianConnectionOnline.com** that will include your logo, name, address, phone, e-mail, and **web site listed with a link to your own web site.** Within 10 business days of your signed contract, you will be linked from our web site to yours. When our printed Christian Connection publication goes to press, your **display ad will be linked with your online listing as a viewable file.** You can also submit your personal or business testimony that will be linked with your online listing and may appear in our annual printed publication. **Your Christian testimony may reach out to a non-believer and/or inspire another Christian.** Last, but not least, you can place employment classified needs on our web site for free. This is only available to Christian businesses that currently have a signed contract with us.

... 25,000 printed copies, but more people will see your advertisement

Christian Connection will be seen by more than 25,000 families in Tallahassee. Your ad will appear with your online listing after we go to press. We currently average 300 unique hits to our web site weekly.

**For Advertising Information Call 219-9911 or
Visit www.ChristianConnectionOnline.com**

Client Confession of Faith

I believe that Jesus Christ is Lord (*John 14:6*). I have accepted Jesus Christ as my Savior. I have allowed Jesus to come into my life and to lead and guide me in all that I do (*Romans 10:9-10*). I pledge to uphold to the highest morals, ethics and integrity by seeking to run my business, organization, school, church or ministry based on biblical principles (*2 Timothy 3:16*).

"Jesus answered, 'I am the way and the truth and the life. No one comes to the Father except through me.'" *John 14:6*

"That if you confess with your mouth 'Jesus is Lord', and believe in your heart that God raised Him from the dead, you will be saved. For it is with your heart you believe and are justified, and it is with your mouth that you confess and are saved." *Romans 10:9-10*

"All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness, so that the man of God may be thoroughly equipped for every good work." *2 Timothy 3:16*

Christian Connection Policies & Procedures

POLICIES

Clients must sign this document stating that they agree with the Client Confession of Faith and Christian Connection Policies and Procedures.

All advertising accepted is subject to publisher's approval regarding content and appearance. Quality of reproduction contingent on quality of materials furnished.

All advertisements are published for the benefit of the agency and the advertiser and each of them is jointly and severally liable for all charges.

Advertising rates are subject to change. Advertisers are locked into rates stated on their contract for the term of the contract.

Advertising art provided by our design staff is solely for use in ChristianConnectionOnline.com and CHRISTIAN CONNECTION; SONRISE PUBLISHING, INC. retains the copyright on this material. Any use of this advertisement in another web site or publication without express, written consent of SONRISE PUBLISHING, INC. is expressly prohibited.

Publisher is not responsible for reproduction or positioning if material is received after closing date.

Publisher is not liable for any errors in key numbers or any other type set by publisher following proof approval. Publisher is not liable for damages, fiscal or otherwise, resulting from advertising following proof approval.

Publisher has the right to remove online listing and terminate advertising contract with client if any illegal content, adult material, or profanity is found on the client's web site and/or if publisher receives multiple complaints about the client's business/professional conduct.

BILLING

All rates are net. All invoices are due and payable within 30 days from date of invoice. All balances are to be paid in full by April 1 of the print issue year. If balance is not paid in full by April 1 of the print issue year, client's account will be invoiced a late fee of \$15.00 per month.

If a check is chargebacked to us as Not Sufficient Funds (NSF), client will be invoiced a fee of \$20.00 per occurrence.

CHRISTIAN CONNECTION is a publication of Sunrise Publishing, Inc.

ChristianConnectionOnline.com is updated weekly and a web site of Sunrise Publishing, Inc.

CANCELLATIONS / CHANGES

Cancellation of contract must be submitted in writing for approval by publisher.

Cancellations will not be accepted after publication closing date.

Client's are responsible for submitting advertising materials/changes by materials deadline.

After materials deadline, a fee will be charged for changes to ad materials already submitted for publication.

REPRODUCTION MATERIAL

Digital files should be supplied in Macintosh format via ZIP disk, CD, or email, if the file does not exceed 10 MB. Email ads to: ChristianConnection2005@comcast.net. Ads made in QuarkXPress 4, 5 or 6 need to include all support files and fonts; Acrobat 4, 5 or 6 PDFs need to be high resolution with fonts embedded; Photoshop 7 and under files accepted; Illustrator 10 and under accepted. Dots-per-inch (dpi) should be at least 300 for all images and at least 600 for line art. Line screen is 133. Press gain or loss should be expected.

Client's Signature: _____ Date: _____
Printed Name: _____ Title: _____
Company Name: _____

2011-2012 Advertising Rate Card

All Christian Connection Ads are FULL COLOR!

FREE Ad Production Included!

Online Listing FREE with Print Display Ad Purchase!

2011-2012 Print Display Ad Rates & Sizes for Annual Directory



1/8 Horizontal
 3.71" x 2.2"
 Business \$260
 School \$221
 Church/Ministry \$175
 Ad Production & Online
 Listing INCLUDED



1/4 Page
 3.71" x 4.6"
 Business \$500
 School \$425
 Church/Ministry \$325
 Ad Production & Online
 Listing INCLUDED



1/2 Horizontal
 7.625" x 4.6"
 Business \$975
 School \$828
 Church/Ministry \$625
 Ad Production & Online
 Listing INCLUDED



1/2 Vertical
 3.71" x 9.4"
 Business \$975
 School \$828
 Church/Ministry \$625
 Ad Production & Online
 Listing INCLUDED



Full Page
 7.625" x 9.4"
 Business \$1900
 School \$1615
 Church/Ministry \$1200
 Ad Production & Online
 Listing INCLUDED

Print Advertising Payment Plans

PLAN 1: Pay full payment of print advertising rate when the print advertising contract is signed. Business advertisers receive a 10% discount off of print advertising rate now through December 17, 2010.

PLAN 2: Pay equal monthly installments until March 1, 2011. First installment is due at the time the print advertising contract is signed. Following statements mailed around the first of each month with monthly payment amount due by the last day of each month. Advertising rate must be paid in full by March 31, 2011 or ad may not run in the printed Christian Connection.

2011-2012 Online Advertising Rates

ONLINE LISTING

Logo, Name, Address, Phone, E-mail and Web Address w/Link to Site\$49

ONLINE LISTING with SIGNED PRINT ADVERTISING CONTRACT

Logo, Name, Address, Phone, E-mail, Web Address w/Link to Site, and Link to View File of Printed Ad.....FREE For Term of Contract

Additional Categories for Online Listing\$10 Each

Changes to Original Online Listing\$10 Each Time

Payment is due for first year at time of signed online advertising contract for online advertising only.

Christian Non-Profit Organizations, Churches, Ministries & Schools

- Free Text Listing in Printed Annual Directory
- Free Online Listing Including Area For Detailed Description (DETAILED DESCRIPTION DOES NOT APPLY TO SCHOOLS)
- Discount Off Display Advertising Rates in Printed Annual Directory (RATES NOTED ABOVE REFLECT DISCOUNTS GIVEN)

2011-2012 Annual Resource Directory Deadlines

Print Advertising Contracts: March 4, 2011

Print Display Advertising Copy & Artwork Deadline: March 4, 2011

Christian Non-Profit Organization, Church, Ministry and School Listings: March 1, 2011

Office: (850) 219-9911 • Fax: (850) 219-9919 • E-mail: ChristianConnection2005@comcast.net

