

# FAITH TODAY



## Tell your story – the whole story – with a contributed article

Advertisers have valued the audience, reach and results they get by using **Faith Today** magazine for over 40 years. It's a valuable direct channel that reaches more than 30,000 readers with every issue. But sometimes the message you want to communicate takes more space than a typical display advertisement.

Would you like to contribute an article that:

- explains a new initiative
- introduces a product
- celebrates an institutional anniversary
- outlines the work of your organization?

**Faith Today** offers a “sponsored content” option to help you share your good news with the evangelical Christian community.

ADVERTISEMENT A MESSAGE FROM WYCLIFFE COLLEGE

### An interview with Andy Bannister



**A**ny Christian leader in the community of faith has a unique voice to share. In an interview with Faith Today, Andy Bannister, Executive Director of the Centre for Christian Leadership Development at Wycliffe College, shares his insights on the role of the church in a post-Christian world. He discusses the challenges of leadership in a diverse and multicultural society, and the importance of fostering a culture of servant leadership. He also shares his thoughts on the future of the church and the role of the Christian leader in the 21st century.

Wycliffe College is a leading institution of higher learning in Canada, offering a unique blend of academic excellence and Christian faith. We are proud to have Andy Bannister as a part of our faculty, and we look forward to sharing his insights with our readers.

Wycliffe College  
www.WycliffeCollege.ca

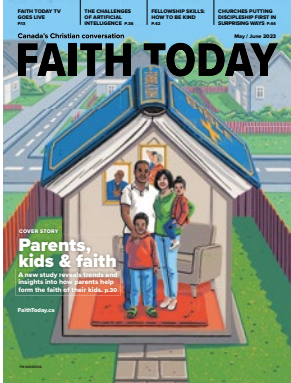
Here's a published full-page example by Wycliffe College in **Faith Today's** Nov/Dec 2019 issue (click on page for link).

**You provide approximately 500 words of body text, plus a headline, subhead, byline and photo and we do the rest!**

**Imagine:** We design a professional ad layout using your text and photo while preserving complete control over the

final product. We will then publish your sponsored content page in **Faith Today**, giving our 30,000 plus readers (20,000 printed copies) an opportunity to read your message and learn what you want them to.

For no additional charge it will also appear on our free online library editions found at **FaithToday.ca/digital** and in our mobile apps (free downloads for Android and Apple devices). These work together to direct traffic to your webpages and to guarantee a long shelf-life and improve your reach to new audiences.



ADVERTISEMENT

### Resilient families

By John Friesen



**S**everal years ago the leader of a church in a small town in Ontario, Canada, was asked to write an article for Faith Today. The article was titled "Resilient Families" and it was a very timely piece. It discussed the challenges of raising children in a post-Christian world and the importance of faith in building resilient families. The article was well-received and it was a pleasure to publish it. We are proud to have John Friesen as a contributor to Faith Today and we look forward to sharing his insights with our readers.

MBC plans to use the article in its upcoming issue. We are excited to have John Friesen as a contributor to Faith Today and we look forward to sharing his insights with our readers.

MBC  
MUSKOKA BIBLE  
MuskokaBible.com

ADVERTISEMENT A MESSAGE FROM WORLD RENEW

### Food for every table

Empowering World's Family to break free from hunger



**I**n a world of 8 billion people, hunger is still a reality for many. World Renew is committed to ending hunger and poverty through sustainable development. We are currently raising funds for a new initiative that will provide food and training to people in need. We are looking for people who want to make a difference in the world. If you are interested in learning more about our work, please contact us at [www.worldrenew.org](http://www.worldrenew.org).

World Renew  
www.worldrenew.org

## This sponsored content will clearly tell *your* story.

**Extra easy:** If you don't have prepared text, we can hire a professional writer to interview you and your team, and then draft some text for you to approve. We can also hire a photographer for you if needed.

**The fine print:** *Faith Today* reserves the right to edit text for grammar and length and to propose changes to supplied pictures – all to ensure that your message is coming across loud and clear. Our editors will propose any alterations in writing for your approval.

We would be very excited to work together with your organization to produce an exceptional quality page of sponsored content that you would be very proud of. Please call me to further discuss how we can make this happen.

**A full-page, colour “sponsored content” ad in *Faith Today* is \$1,985**

We trust that you'll see the value in this offer and give it serious consideration. If you would like to further discuss this opportunity, please call:

**Reach our advertising team at:  
905-479-5885 ext. 241  
ads@faithtoday.ca**

UPCOMING <i>FAITH TODAY</i> ISSUES	ADVERTISING FEATURES	SPACE RESERVATION	MATERIAL DEADLINE	DELIVERY DATE
<b>January/February</b>	EDUCATION	NOV. 22	NOV. 29	FIRST WEEK OF JANUARY
<b>March/April</b>	CAMPING	JAN. 19	JAN. 26	FIRST WEEK OF MARCH
<b>May/June</b>	EDUCATION	MAR. 22	MAR. 29	FIRST WEEK OF MAY
<b>July/August</b>		MAY 24	MAY 31	FIRST WEEK OF JULY
<b>September/October</b>	EDUCATION	JULY 26	AUG. 2	FIRST WEEK OF SEPTEMBER
<b>November/December</b>	MINISTRY/ MISSIONS	SEPT. 20	SEPT. 27	FIRST WEEK OF NOVEMBER

# FAITH TODAY

**New!**  
Affordable  
digital-only  
options

## Digital-only sponsored content

Take advantage of the extra flexibility of our website and email newsletters.

Use digital-only sponsored content to further strengthen your in-magazine advertising – or as a stand-alone, digital-only campaign.

Deliver your message inside our valued twice-a-month email newsletters reaching 7,000 inboxes per issue. Include video, audio and live hyperlinks on your sponsored content webpage at **FaithToday.ca**.

**What it looks like:** At FaithToday.ca all articles are tagged with labels such as Blog Post, Features and Books + Culture. We have now added a Sponsored Content tag to make room for paid placement. That means your text, image, hyperlinks and optional audio/video content will appear as a long-term, searchable webpage on our website alongside all the valued editorial content that draws 9,500 unique visitors per issue.

Your Sponsored Content webpage will have a simple shareable link such as **FaithToday.ca/AdvertiserCampaign** and also be supported by a photo and text in one month's worth of email newsletters (two issues). See graphic for details.

**A sponsored content webpage with links from two e-newsletters is \$850.**

*Note: We have limited slots for sponsored content in e-newsletters and reserve the right to refuse or postpone based on space availability.*

The screenshot shows the Faith Today website interface. At the top, it says "Canada's Christian conversation" and "FAITH TODAY". Below that is a large red maple leaf graphic with the word "WAKE" written inside it. The main content area features several article thumbnails, each with a title and a small image. Some articles have a "Sponsored Content" tag. The articles include:

- "Dear old Pentecost" with a sub-headline "Have you found yourself feeling overwhelmed lately by how much more than the church has done? It's easy to fall into a cycle of..."
- "Living our neighbour across the street" with a sub-headline "When a sign is posted in our home, history..."
- "The information sheaves may surprise you" with a sub-headline "It's an experience of..."
- "During the fall of 1912, when Canada and the USA were at war..."
- "What an encouraging example for us to remember as an experience of such..."
- "The story of Jonathan such a challenge on the spot. Just imagine – God living a..."
- "May God make us partners in His love..."
- "God of heaven! How can we be of help..."
- "Of course the issue of Faith Today also has..."
- "We are grateful for our subscribers. It is not easy to communicate and..."
- "And with our gratitude for all our readers..."
- "Let's meet and..."
- "The discovery and..."
- "How to be..."
- "Annie Hobbins of Acadia University..."
- "Facing the personal..."

At the bottom of the page, there is a footer with contact information and a note: "Support Faith Today: A charitable donation of \$100 suggests..."

**Regular digital ads**  
210 x 210 px

**Articles featured and sponsored**

- Photo 250 x 131 px
- Headline text 10 words max
- Intro text 25 words max