

# MEDIA KIT



SMITH MEDIA GROUP

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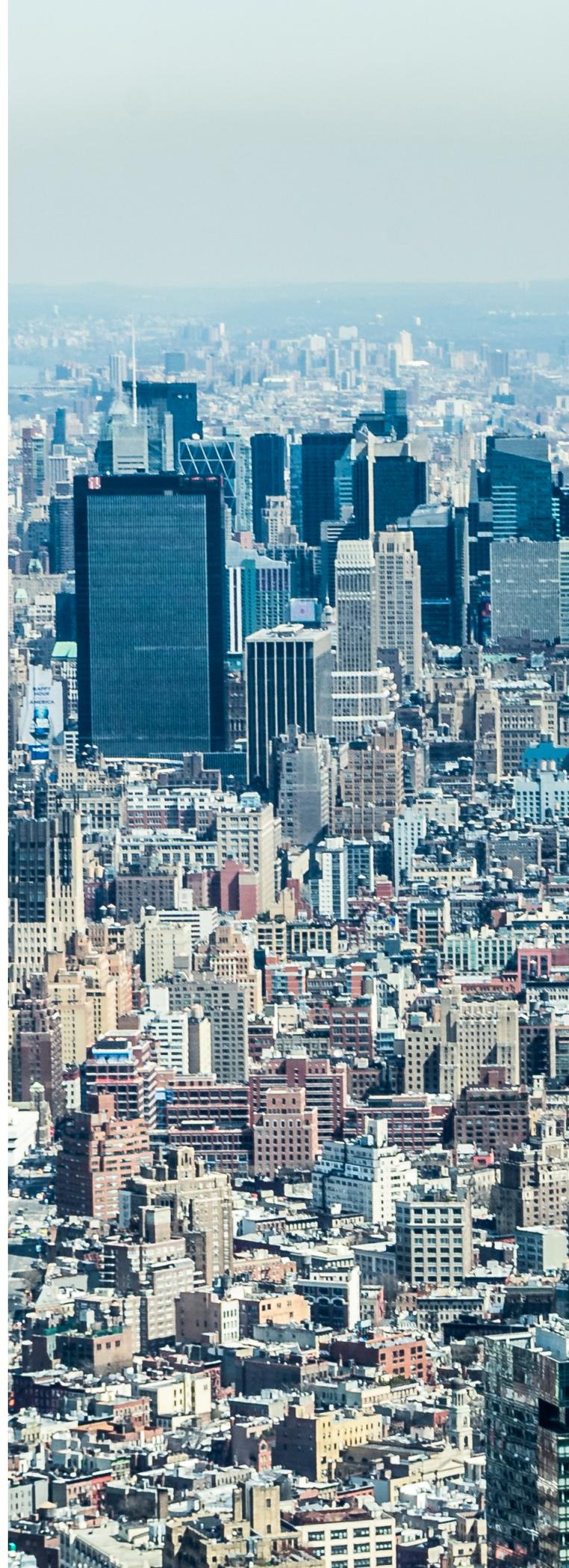
## “Quality... Quality... Quality...”

There is no better word to describe Eric and Smith Media! I know Eric and consider him to be a man of integrity and character. If you are looking to enhance your ministry and effectively reach the world God has called you to reach, then look no further. Smith Media is the solution!”

*Dr. Robb Thompson*

*Founder of Robb Thomspson International, Tinley Park , IL*

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# About Smith Media Group

Smith Media Group is a full service media/marketing agency addressing the needs of hundreds of proactive ministries worldwide. Each year, through our collaboration with these ministries, we see millions of first time decisions for Christ. We help ministries of all sizes with annual budgets ranging from \$10,000 to \$500,000,000. We also produce the acclaimed magazine, *Solutions*, which is received by nearly 100,000 pastors/leaders and 1.2 million people.

To learn more about Smith Media Group, visit [www.SmithMediaGroup.com](http://www.SmithMediaGroup.com).

To explore our Speakers Bureau, visit [www.SMGvoices.com](http://www.SMGvoices.com).

To sign up for our Livestreaming Service, visit [www.SMGLivestream.com](http://www.SMGLivestream.com).

To enrich your day, read Solutions Magazine at [www.MySolutionsMagazine.com](http://www.MySolutionsMagazine.com).



## Eric Smith

President  
Eric Smith is a widely known and respected armor bearer and friend to many of today's most proactive ministries.

Follow Eric on Twitter  
[@EricSmithSMG](https://twitter.com/EricSmithSMG)



## Kelinda Crawford

General Editor, Solutions  
Kelinda Crawford is an expert writer and editor who has routinely improved written products and promo materials.

[Kelinda@SmithMediaGroup.com](mailto:Kelinda@SmithMediaGroup.com)  
Twitter [@KelindaCrawford](https://twitter.com/KelindaCrawford)



# Solutions Magazine

Solutions is the digital leadership magazine designed and produced by Smith Media Group. In each issue, we share practical solutions to ministry, advice from pastors who are getting the job done, and inspired ideas that are helping other leaders spread the gospel to the ends of the earth. You'll enjoy regular interviews with both famous and ordinary Christians – real people whose insight and personal victories will stretch and strengthen your faith. From well-written articles to book and movie reviews, we share the latest news, trends and cultural shifts taking place. You'll not only understand the challenges facing ministries today, but gain the know-how to meet those challenges head on.

Features have included Tim Tebow, Perry Stone, Charles Blake, Joyce Meyer, Rick Warren, Tony Dungy, John & Lisa Bevere, T.D. Jakes, Rick Bezet, Christine Caine, Robert Morris, Dale Bronner, Kris Valton, Rick Godwin, Jennifer Rothschild, Michael Tait, James Robison, Jason Roy, Benny Perez, Roma Downey, Matthew Barnett, Reinhard Bonnke, Danen Kane, Levi Lusko, Kyle Idleman, and many, many more. (With names like these, it makes sense to consider advertising with Solutions. Download our Solutions Media Kit here.)

Solutions Magazine is a must for everyone serving in ministry! Nearly 100,000 leaders are already reading. Now it's your turn. Visit [www.mysolutionsmagazine.com](http://www.mysolutionsmagazine.com). Subscription is free.

SOLUTIONS

AD SPACE

Solutions 1/4 Page 1240 X 1752, 100dpi \$500	Solutions 1/2 Page Half Page (Landscape): 2479 X 1752, 100 dpi Half Page (Portrait): 3504 X 1240, 100 dpi \$1000	Solutions Full Page 2479 X 3504 , 100 dpi \$2000	Solutions 2-Page Spread 4958 X 7008, 100 dpi \$3000



# Scheduling & Promotion

If you are looking to host a special service, outreach event, conference or camp meeting, we guarantee we have the best speakers for you to include! Not only does each speaker have their unique set of giftings, but they all have hearts hungry for God and dedicated to service. Contact us with your ideas and let us match you up with speakers who will be the best fit for your needs. Visit us at : [www.SMGVoices.com](http://www.SMGVoices.com)

## BASIC

You can add your face and bio to our speaker's bureau and begin to be discovered by decision-makers across North America.

For \$400 per month, you will reserve a single webpage in our Speakers Bureau, complete with promo video, photo, and endorsement space.

You will be added to our speaker search engine, periodically promoted via our social media platforms, and receive the opportunity to write an 1100-1200 word article for Solutions magazine (putting your ministry before more than 90,000 pastors/leaders and 1 million believers!)

You will also be chosen periodically as our Featured Speaker of the Week, gaining front page placement in a highly viewed location.

## PREMIER

### OUR MOST POPULAR SERVICE

Perfect for regionally or nationally-known ministers who want to penetrate new circles or ramp up into full-time travel, Scheduling Premier will help you achieve your goals economically. Rate of service is \$1,000 per month.

With this service, you'll receive: Bureau placement and assigned SMG staff who will target like-minded churches for booking opportunities, plus featured positioning in periodic email blasts to decision-makers in a 12-month period and inclusion in SMG's digital ministry magazine Solutions.

(Added Value: \$9,000!)

## ELITE

This is an aggressive service perfect for nationally or internationally-known ministers who travel full-time and wish to expand their itinerant circle, plan large-scale crusades or conferences, or alleviate the stress of scheduling from their team. Contact us for a specialized quote.

With this service, you'll receive: Bureau placement and assigned SMG staff who will target churches, para-church organizations, or corporations as needed, plus featured positioning in frequent email blasts to decision-makers in a 12-month period, inclusion in SMG's digital ministry magazine Solutions, and television and radio interview coordination.

(Added Value: \$23,500!)



## Product Promotion

Product Promotion is perfect for authors, publishers, and organizations with products or services designed for church use. With this service, one of our trained staff members will connect with viable church staffs across North America to share and discuss the benefits of your product or resource to their ministry. We will:

- Raise awareness of your product/resource with North American churches
- Build rapport through quality promotion and planned materials
- Leave a unique impression of your organization and garner pastoral consideration

Product Promotion is a 6-month service term, with the option to go month-by-month upon request. Within the service term, we will professionally introduce your product/resource to 800 churches or more. Added Values include:

- Placement in Solutions Magazine (article and ad) – this is a \$6,000 value!
- Ads for your product or resource on MySolutionsMagazine.com and the Solutions App

*Solutions is a digital Christian Leaders magazine received by over 90,000 pastors/leaders and 1 million believers bi-monthly.*

The cost is \$800 per month.

## Crusade Planning

For decades, SMG has been providing assistance in facilitating and advertising large-scale national and international conferences and events. Whether you're interested in holding events in top markets across the USA or in completely virgin international territories, we have the infrastructure to make your event a success. We will propose and secure the event facilities, stage equipment, security, pastoral partners, ushers and altar call teams, advertisement, and earned media you need! Contact us today for a specialized quote.

## TV/Radio Promotion

TV/Radio Service utilizes our media connections to secure ministers interviews on both regional and national television and radio networks for their new book or CD releases, or upcoming special events and unique causes. When an in-person interview is secured, our team takes service a step further and shares your information with churches throughout the interview city to encourage a mid-week special service with you, requesting only a love offering for your time and allowance of a resource table. This 1) saturates churches by word of mouth with your ministry information, and 2) generates bookings to offset the cost of travel expenses to the interview site. Added Values:

Added Value:

- Placement in Solutions Magazine (article and ad) – this is a \$6,000 value! Solutions is digitally received by over 90,000 pastors/leaders bi-monthly and 1 million believers.

TV/Radio Service is a 3-month service term, with the option to go month-by-month thereafter upon request. The cost is \$1250 per month.



# Website & Online Presence

## WEB DESIGN

The look and experience an internet user has on your website can make or break your goals for driving traffic there. SMG can assist you with the setup of a fresh, clean interface, complete with an easy content backend so that you can make updates easily on your own. Give your visitors an experience they won't soon forget. Contact us today.

Rates start as low as \$2000.

Monthly website management is available starting at \$250/mo. Management includes maintenance, text and graphic updates, podcast and video uploads, and blog management.

## APP DEVELOPMENT

Put your website in the hands of every mobile device user with SMG's Android/iOS App Bundle. Customize the following features to maximize your impact:

- Link to your website's about page
- Links to your social media platforms
- Blog roll
- Livestream feed
- Donation via Paypal or ministry website donate page
- Vimeo/YouTube supported video archive
- Google calendar of events
- PDF of your church bulletin/ministry newsletter
- Ability to call your business phone number
- Ability to email your business
- Map view of your address

App Development starts as low as \$2500.

## SOCIAL MEDIA MARKETING

Social media has changed the way the world communicates, and if you aren't taking social media seriously, you're going the way of the dinosaurs. Through our social media marketing and management, we will establish your presence in the virtual community and ensure that your audience is consistently growing and interacting with your daily posts.

Monthly management starts at \$250 per account.



# Livestream & Media

## LIVE STREAMING

Have live streaming needs? Tired of inflated rates and limitations other companies place on your service? We maintain a variety of options at the lowest rates nationwide!

With SMG Live Streaming, we can host your events with rates starting at just \$75 per month. Need to archive? Not a problem for us. You can choose the best level of archival space to fit your need. Want to bundle your live stream with both your own unique Roku channel and iPhone/iPad apps? We are fully equipped to meet and exceed your ministry goals.

LITE \$45 per Month	STANDARD \$75 per Month	PROFESSIONAL \$150 per Month
100 Concurrent Livestreamers 1 yr Archiving \$250 Start Up Cost Free Technical Support	250 Concurrent Livestreamers 3 yr Archiving \$250 Start Up Cost Free Technical Support	500 Concurrent Livestreamers 5 yr Archiving \$250 Start Up Cost Free Technical Support Customized iOS/Android apps

## MEDIA BUYS

Drawing on more than a decade of media relationships, SMG can assist you in getting your program before millions on television and radio. Our reach extends across North America and into nearly every continent. SMG negotiations with the network of your choice will secure for you discounted rates, bonus positions and other added values. Call for a quote.

## VIDEO PRODUCTION

SMG's team of professionals is ready to assist you by producing your standard 28:30 television airings or ministry promotional videos. Our production includes professional open and close segments, vital information in the lower thirds, closed captioning, and special spots as deemed necessary. Call for a quote.



# Direct Mail & Writing Services

## DIRECT MAIL

Direct mail is a useful tool when it is crafted correctly. It's a waste of time when it's not! With SMG, your mailings will stand out from the rest with eye-catching designs, well-planned copywrite, and donor development know how.

Going paperless? SMG crafts unique e-newsletters for many of our clients. Our designs are user-friendly, marry into the branding of your ministry website, and routinely encourage online giving. For pennies per email, you can have both an exciting and effective electronic mail campaign.

Printed Direct Mail rates start at \$2000 per mailing (bonus e-newsletter included).

Electronic Direct Mail rates start at \$1000 per mailing.

## DONOR DEVELOPMENT

Having trouble developing donors? Donors are the lifeline of any organization. We will show you proven, ethical ways to establish a healthy donor base. Our expert communicators will assist you in sharing your vision in a way that will generate response and build lifelong partner relationships. Call for a quote.

## GHOSTWRITING

With SMG's Ghostwriting, anyone can submit their notes, audio files or manuscript, and our excellent team of writers will review, write and edit to draw your thoughts together and improve the delivery of your message.

Need cover art? We can handle that too. We'll design you an attention-grabbing cover worthy of its place on a bookstore shelf.

Ghostwriting rates start at \$2000.



# Hire a Team

SMG has served as consultant to ministries across North America and abroad. Now it's your turn. Put together your own team of consultants and avoid high salary costs, medical insurance, and employee fees. Select the number of hours and length of term to fit your needs.

Build a team for:

- Church Planning
- Church Staffing
- Capital Campaign
- Ministry Launch
- Ministry Expansion
- Donor Development
- Video Production
- Website Facelift
- Social Media Planning
- Audio Production
- Home Groups
- Connect Groups

**10 Hours per month**  
**\$475**

**20 Hours per month**  
**\$775**

**40 Hours per month**  
**\$975**

Access to our team of professionals and our cumulative knowledge and experience to enhance your specific project.



# Custom Apparel

Are you in need of custom apparel for your volunteers or staff? Take a look at the different designs and styles of clothing that we can provide. Once you have made your selection submit it and we will provide you with a quote that includes the price of adding your custom logo.



# Payment Services

How would you like to reduce the fee your credit card company charges you by 1% on every transaction? Start accepting payments from all major credit cards and mobile wallets and go from processing just a few payments each hour to hundreds of thousands! That's the processing power of our commerce payment platform. All payments are encrypted, whether they're accepted in person or online. And you can watch them happen in real time from your dashboard. When needed, you can add additional terminals without breaking a sweat!



## Contact Us

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**Websites:**

To learn more about Smith Media Group and its services, visit [SmithMediaGroup.com](http://SmithMediaGroup.com).

To build your Leadership IQ, read Solutions Magazine at [MySolutionsMagazine.com](http://MySolutionsMagazine.com).