

2023 – 2024 MEDIA KIT

REACH OUR INFLUENTIAL MEMBERSHIP

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CHRISTIAN LEADERSHIP
ALLIANCE

BELONG WITH THE ALLIANCE

Christian Leadership Alliance: A community where leaders connect, engage and grow.

Christian Leadership Alliance is equipping Christian nonprofit professionals with mission-critical competencies for greater Kingdom impact.

Who is the Alliance? For over 47 years, we have influenced the thinking and professional development of Christian nonprofit leaders. We believe Christian ministries should be trendsetters in organizational excellence. That's why this Alliance provides expertise in the "business" of ministry to allow you to pursue continuous improvement and excel on the frontline of kingdom mission. The Alliance convenes, trains and resources Christian nonprofits and their employees across all levels of experience.

Who are our members? This Alliance unites leaders from all types and sizes of Christian nonprofits, businesses and educational institutions.

There are member organizations including some of the largest, most influential Christian nonprofits such as The Salvation Army, World Vision, Compassion International, Cru, The Navigators and many more. But the Alliance also includes many smaller and start-up nonprofits, plus individual members.

These leaders are the influencers and world-changers of tomorrow.

Christian Leadership Alliance offers a unique blend of leadership experiences and resources offering biblically-based leadership development for individuals, and proven insights for operational excellence in the organizations they serve.

The Alliance influences the thinking & behavior of over hundreds of thousands of leaders each year.

GET TO KNOW CHRISTIAN LEADERSHIP ALLIANCE

We are an alliance of mission focused Christians who lead in today's high-impact Christian nonprofit ministries, churches, educational institutions and businesses including:



Christian nonprofit ministries such as:

- Alliance Defending Freedom
- America's Christian Credit Union
- American Bible Society
- American Heritage Girls
- Bible League
- CRISTA Ministries
- Campus Crusade for Christ (Cru)
- Compassion International
- Christian Institute of Management, Chennai, Tamil Nadu, India
- Computers in Ministry
- FaithSearch Partners
- Gateway Woods
- Joni and Friends
- Justice & Mercy International (Amazon), Brazil
- Moody Bible Institute
- The Christian and Missionary Alliance
- The Evangelical Alliance Mission
- The Gideons International
- The Navigators
- The Salvation Army
- World Gospel Mission
- World Impact
- World Vision
- York University
- Youth for Christ International



Churches such as:

- International Church of Four Square Gospel, Los Angeles, CA
- Canyon Lake Community Church, Canyon Lake, CA
- Church of God of Prophecy, Cleveland, TN
- Christian Reformed Church in North America, Grand Rapids, MI
- Evangelical Presbyterian Church, Orlando, FL
- Eastside Christian Church, Anaheim, CA
- First Baptist Church of Glenarden, Landover, MD
- Lutheran Church in the Philippines, Philippines
- Messiah Lutheran Church, Yorba Linda, CA
- Presbyterian Church in America, Lawrenceville, GA

... and many more

Christian Leadership Alliance resources and educational experiences influenced the thinking and development of leaders over a million times this year!

PURCHASING POWER

Alliance members are among America's most influential ministries and they're purchasing the products and services you offer!

The categories of services offered by our members include:

- Accounting Services
- Appraisals/Inventory Management
- Architects/Construction
- Association
- Broadcast/Media
- Bus/Van Services
- Caging/Lockbox Services & Fulfillment
- Camp/Conference Center
- Child & Senior Care Services
- Christian School (K – 12)
- Church
- Church and School
- Church Financing
- Church Furnishings
- Church Management
- Church/Ministry Management College/University/Seminary Communications
- Computer/Software
- Computer/Technology Services
- Conference Centers/Meeting Facilities
- Conference/Event Planning Consulting Services
- Continuing Education
- Conventions/Conference Counseling/Guidance
- Creative Design/Photography
- Credit Card/Payment Systems
- Denomination
- Development/Fundraising/Major Gifts
- Electronic Funds Transfer
- Financial Services
- Foreign Mission/Relief Organization Foundation
- Fund Raising Products
- Group Benefits
- Health Services
- Human Resources/Coaching/Executive Search
- Insurance
- Internet Publishing Company
- Internet Services
- Investment Services
- Leadership Development
- Legal Services
- Mailing Lists/List Management Management
- Marketing/Advertising/Brand Development Media
- Ministry Management
- Missions Agency
- Other
- Outreach
- Pre-Employment Services
- Pregnancy Resource Center
- Print/Mailing/Design
- Product Sales/Services
- Public Relations
- Publishing
- Real Estate
- Rehabilitation/Housing
- Relief & Development
- Rescue Mission
- Residential Facility
- Retirement Planning
- Social Service & Family Agency
- Social Support Service
- Teleconferencing/Webcasting
- Travel Services/Tours
- World Missions

Orgs Served:

68% Christian/Parachurch Ministries

18% Business/Ministry Services

8% Churches

6% Educational Institutions

Position Held:

CEO/Exec Director 26% Senior Leadership 51% Frontline Staff 10%

For Profit Leaders 9%

Other 4%



CHRISTIAN LEADERSHIP
ALLIANCE

OUTCOMES MAGAZINE



Outcomes magazine is Christian Leadership Alliance's premier publication, and has been rated as one of the most valued member benefits.

Outcomes is a fully digital (online) magazine, and is a must-read for leading Christian nonprofit organizations and churches. Christian nonprofit leaders value the articles shared in each edition. Many leaders reference this publication to implement new ideas, proven and timeless management strategies and emerging trends to increase the organizational effectiveness of their ministries!

The readers of this publication are influential, senior leaders in parachurch/Christian ministries as well as churches, businesses and educational institutions. The majority of *Outcomes* readers are decision-makers in their organizations.

Interested in a unique customized advertising digital package for your organization? Contact the Alliance to get started today!

► CLA@ChristianLeadershipAlliance.org

outcomes

Fall 2022 | Innovate

TALKING LEADERSHIP

Opportunity Leadership

Christian Leadership Alliance President and CEO Tami Heim recently interviewed Dr. Roger Parrott, President, Belhaven University. Dr. Parrott is one of America's most experienced college presidents. He is author of a new book Opportunity Leadership. [...]

By Outcomes Magazine | Belhaven's Dr. Roger Parrott shares an innovative planning mindset

CONTINUE READING

POWER SOURCE

Unleashing Innovation

Innovation leads to relevance and relevance keeps our message in front of those around us. And for the donors who support us financially, being relevant keeps them connected to the life-changing impact their gifts are helping make possible.

By Amy Sewell | Creating cultures that swiftly adapt to digital change

CONTINUE READING

LEAD STORY

Creating a Culture of Innovation

Creating the right environment that unleashes breakthrough, innovative solutions begins with instilling trust among your entire team. This trust creates a safe and inclusive setting for idea sharing and solution finding.

By Michael McCathren | How redefining trust fosters innovation

CONTINUE READING

POWER SOURCE

Unleashing Innovation

by Amy Sewell | Creating cultures that swiftly adapt to digital change

For Christians, the motivation to innovate is infinitely more significant than purely organizational survival – because ultimately, we carry the message of the gospel and have been called to let our light shine before others in all we do.

Innovation leads to relevance, and relevance keeps our message in front of those around us. And for the donors who support us financially, being relevant keeps them connected to the life-changing impact their gifts are helping make possible.

Right now, we're in a season of opportunity when change and innovation is moving faster than ever. Donors committed to your mission want to see and hear about your work at a time that is convenient for them. Donors also seek updates and make gifts on multiple channels, so make engagement as easy as possible for them. Tools like QR codes or digital wallets make giving easier than ever. And we see this in the data: online revenue is up 42% over the last three years ([Blackbaud Charitable Giving Report](#)).

Tips for Fundraising During Challenging Times

GET YOUR FREE RESOURCE

TO BE successful in fundraising, organizations need to embrace emerging trends in the digital space and integrate these updates across all aspects of donor development. In recent months, there have been several changes that have major implications for your ministry, including:

1. **Mobile web traffic** – Most organizations have finally started seeing their website traffic come primarily from mobile devices. On average in 2021, 54% of total traffic came from phones or tablets ([M-J-B Benchmarks](#)).
2. **New payment methods** – Whether it's PayPal, ApplePay, Google Wallet, Venmo, or Cryptocurrency, donors are giving through a variety of new methods. Some organizations we work with see as much as 21% of their online giving on PayPal and another 12% using ApplePay and Google Wallet.

SOURCES & RESOURCES

Books for Fall 2022

Christian Leadership Alliance recommends 12 thoughtful reads on innovation, technology, leadership and change. These authors explore how we can embrace vital innovation trends and lead with Christ-honoring excellence.

By W. Scott Brown | 12 thoughtful reads on innovation, technology, leadership and change

CONTINUE READING

OUTCOMES MAGAZINE – FEATURED ADVERTISERS

Tips for Fundraising During Challenging Times

GET YOUR FREE RESOURCE

Where You Bank Matters

Do you know where your money is going? Find out how to make your bank work for you.

outcomes academy ONLINE

ENTRUSTED

outcomes conference

REGISTER TODAY

The majority of *Outcomes* readers are actively involved in making purchasing decisions within their organizations.

OUTCOMES MAGAZINE EDITORIAL CALENDAR

Spring, Summer and Winter editions include the Alliance Directory of Platinum and Gold level members. The Fall edition includes a special recognition of Platinum Members, as well as a listing of Platinum and Gold members.



Winter 2023 – Theme: Risk

Editorial Deadline: Dec. 5, 2023

Publish Date: Dec. 5, 2023

Ad Space Reservation Deadline: Nov. 13, 2023

Ad Materials Due Deadline: Nov. 20, 2023

Overview: Risk. It's all around us. It certainly impacts our organizations. In this edition, we will consider ways to reduce and manage risk for nonprofits. We will review trends to watch, and also examine legal considerations to keep in mind. How do we lead boldly, trusting God with the unknown, while also balancing the need to plan for contingencies? What is the board's role? How can leaders inspire with confidence and hope while also planning wisely?



Spring 2024 – Theme: Therefore

(Reflects Outcomes Conference 2024 theme)

Editorial Deadline: Feb. 5, 2024

Publish Date: March 5, 2024

Ad Space Reservation Deadline: Feb. 12, 2024

Ad Materials Due Deadline: Feb. 19, 2024

Overview: This edition reflects The Outcomes Conference 2024 theme "Therefore." This edition explores what it means for us as Christian leaders to put God-given ideas into action. As author, Michael Kelley says: "The link between the indicative statement of fact and the imperative statement of response is the word therefore – you find it all over the Bible. The single word has great power because it brings together God's work and humanity's response."



Summer 2024 – Theme: Vision

Editorial Deadline: May 6, 2024

Publish Date: June 4, 2024

Ad Space Reservation Deadline: May 13, 2024

Ad Materials Due Deadline: May 20, 2024

Overview: It is vital that Christian leaders set and articulate a clear vision. In this edition, we will examine ways to set organizational vision and to communicate it in a way that inspires team members to engage fully in its achievement. We will also explore the importance of personal vision. Most importantly, we will consider how we as Christian leaders can stay attuned to God's vision for us personally, and for the ministries we serve.



Fall 2024 – Theme: Influence

Editorial Deadline: Aug. 5, 2024

Publish Date: Sept. 3, 2024

Ad Space Reservation Deadline: Aug. 12, 2024

Ad Materials Due Deadline: Aug. 19, 2024

Overview: Throughout history, Christian leaders and Christian nonprofits have influenced society for good. In this edition, we will examine that influence today. We will consider how to continue to have a positive impact on our culture and communities. We will also examine the arena of personal influence. How can we influence well those we lead? Also, how can we equip our team members to grow their own influence in the workplace?

(This edition will feature a special section honoring CLA's Platinum level member organizations.)



Winter 2024 – Theme: Generations

Editorial Deadline: Nov. 11, 2024

Publish Date: Dec. 10, 2024

Ad Space Reservation Deadline: Nov. 15, 2024

Ad Materials Due Deadline: Nov. 22, 2024

Overview: Equipping the next generation to lead is vital. Christian nonprofits certainly benefit from multi-generational teams. There is a real need to recruit, inspire and empower a new generation of Christian leaders today. At the same time, more experienced leaders have much to offer to the next generation. Seeing generations working together toward a shared kingdom vision is a testimony in today's world. This edition examines ways to excel with a collaborative multi-generational mindset.

OUTCOMES MAGAZINE RATE CARD

Advertising Rates

Ad Type	1 issue	2 issues	4 issues
"In Article" Horizontal Banner Ad	\$550	\$450 each	\$350 each
Landing Page Block and "In Article" Horizontal Banner Ad"	\$1,000	\$800 each	\$600 each
"End article" horizontal banner ad	\$400	\$300 each	\$200 each

Alliance Members also receive a discounted rate for Outcomes advertising as

follows: Platinum — 20% off listed rate*

Gold — 15% off listed rate

Silver — 10% off listed rate

Ad Sizes	"In article" and "End article"	728 pixels wide x 90 pixels high
	Landing Page Blocks	300 pixels wide x 200 pixels high

Delivery Please send the .jpg formatted ads and the correct hyperlinks to
CLA@ChristianLeadershipAlliance.org

Be sure to include :

1. That the ad is for Outcomes, and which issue (Spring, Summer, Fall, Winter)
2. Advertiser contact information (name, phone, email)
3. If an agency, please be sure to specify client name.

Advertising Terms & Conditions

All rates are subject to change without notice. In the event of a rate change, all clients with standing orders will be given 30 days notice of the new rates. The publisher reserves the right to cancel any contract or refuse any advertisement at any time. Advertisers will be held responsible to pay for reserved advertising space unless a written cancellation notice is received by the publisher prior to the reservation closing date. Ads that resemble the editorial materials of Christian Leadership Alliance publications will have a notice attached that reads: "ADVERTISEMENT." New advertisers may be asked to submit client references related to the offer and services presented in the advertisement. For multiple issue purchases, all previous ad(s) will be repeated unless a written change order is received prior to the closing date for the issue involved.

All advertisements are accepted on condition that the advertiser and agency accept all the rate card's contractual terms and conditions contained herein. The publisher will not be bound by any conditions set forth by the advertiser or agency which conflicts with the regulations set forth in this rate card unless agreed to in advance in writing by the publisher.

Indemnification

In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless Christian Leadership Alliance, its officers, agents and employees against expenses and losses (including legal fees) resulting from the publication of content of the advertisement, including, but not limited to, claims and suits for libel, violation of right of privacy, copyright infringement or plagiarism.

Commissions and Discounts

All advertising rates are gross. New advertisers, unlisted agencies and companies who have not advertised within the last 18 months must establish credit by remitting full payment with the first ad placement. Credit must be approved by the publisher in writing before credit is established. Failure to pay an invoice on time may cancel credit privileges. Advertisers are responsible to pay Christian Leadership Alliance directly for advertising placed by its appointed agency when the agency defaults in payment on an invoice.

Frequency Contract

Advertisers may contract for one full year at a committed frequency rate. All ads will be billed at the contracted frequency rate during the contract period. Various ad sizes and inserts may be mixed to qualify for frequency rates. Failure to run the number of ads upon which advertising rates have been based during the contract period may necessitate up-charging at the full rate all ads run during the contract period and disqualifying the advertiser from future frequency rates.

Christian Leadership Alliance reserves the right to accept or reject Outcomes advertisements based on their alignment with the organization's statement of faith, mission and values.

- Over 8,000 sessions a month on the CLA homepage with 13,800 page views
- On average of 24,300 Blog views a month
- On average 3,000 Outcomes Magazine views a month

OUTCOMES ONLINE ELECTRONIC NEWSLETTER

Outcomes Online is the monthly e-newsletter that includes news of transformational opportunities designed just for our members along with articles with which many Christian leaders are engaging.

Audience Size: 12k+ Active Addresses
Continues to grow throughout the year

Average read rate: over 20%
Indicates the active engagement of our subscribers

Interested in a unique customized advertising digital package for your organization? Contact the Alliance to get started today!

► CLA@ChristianLeadershipAlliance.org



September 13, 2022

Dear Alliance Community,

This Fall Christian Leadership Alliance's Global Digital Experience is impacting leaders from around the globe, and we hope you will join in. There's a lot more going on these days as well. Here at Christian Leadership Alliance we value you and all you do as a Christian leader. That's why we're focused on equipping to pursue your kingdom calling with God-honoring excellence. Here are some great opportunities for you in the days ahead, and insightful Alliance articles to inspire you for the journey!

Transformational Opportunities Designed Just for You!



Register to Attend! (The Outcomes GLOBAL DIGITAL EXPERIENCE 2022)

From Sept. 1 - Oct. 31 the Alliance will host the Outcomes Global Digital Experience. This event equips global Christian leaders, and will offer an amazing array of online learning experiences: mainstage presentations, breakthrough workshops, template training, global broadcasts, leadership intensives, "live" leader discussions and more. Registration is only \$199 for Alliance members!

Register to Attend >>

FREE! Scholarships to attend are available for internationally-based global leaders!

Apply for a Scholarship >>

Support global leaders! (The Outcomes GLOBAL DIGITAL EXPERIENCE 2022)

We also invite you to sponsor global leaders to attend The Outcomes Global Digital Experience through the Alliance's Global Leaders Fund!

Give to Support a Global Leader (Learn More) >>



Register to Attend The Outcomes Conference 2023 in Chicago - Oct. 31 savings deadline.

The Outcomes Conference 2023 in Chicago is going to be a one-of-a-kind leadership event designed for Christian leaders like you. Registrations are already rolling in, and now is the best time for you to register and save! (Learn more about our presenters, and register to join us in Chicago!)

Learn More and Register >>



Listen: August Outcomes Conference Podcast featuring Margaret Fitzwater

This podcast series offers glimpses of leadership wisdom offered at the annual Outcomes Conference. In this edition, Margaret Fitzwater of The Navigators shares insights for creating intentional connections for those you are called to lead. (Sponsor: FaithSearch Partners)

Learn More and Listen >>

Higher Thinking we don't want you to miss!



Innovating to New Donors

Better donor communications and multi-channel giving
By Jeremy Reis

For many nonprofits, 2020 and 2021 were exceptional years in fundraising. However, current economic conditions represent an existential threat for nonprofit organizations.

That's not hyperbole. There are no guarantees in what the short-term future looks like. If a global economic slowdown begins for several years, nonprofit organizations will face funding challenges like never before. Short-term governmental economic interventions will end, and economies will contract. Unfortunately, this will lead to many organizations closing their doors.

Read More >>

Unleashing Innovation

Creating cultures that swiftly adapt to digital change
By Amy Sewell

For Christians, the motivation to innovate is infinitely more significant than purely organizational survival – because ultimately, we carry the message of the gospel and have been called to let our light shine before others in all we do.

Innovation leads to relevance, and relevance keeps our message in front of those around us. And for the donors who support us financially, being relevant keeps them connected to the life-changing impact their gifts are helping make possible.

Read More >>



Discover if You are a Steward Leader

By Dr. Scott Rodin

Christian Leadership Alliance focuses every Wednesday on thoughtful blog posts on the life and work of the steward leader. My colleagues and I have been filling this space with our best thoughts and ideas for a good number of years now. We pray you have been blessed and encouraged by what you've read over the years. However, in all the research, studying, writing, and reflecting on the call of the steward leader that has been done, one question has gone unanswered: [How do you measure steward leadership?](#)

Read More >>



Get Ready for Your Next Donor Meeting

By Justin Streff

Going into a donor meeting unprepared is the surest way to secure a bad outcome. Here are some essential tips for preparing a donor meeting.

Successful major gifts fundraising inevitably requires developing comfort with—or, really, a passion for—in-person meetings with your organization's active and prospective donors. Major donor meetings are crucial to developing the trust necessary for maintaining long-term relationships with donors—and, if your organization is like most nonprofits, major donor meetings are crucial to securing the majority of your annual revenue.

Read More >>



The Money Quandary

By Dr. Marybeth Leavelle

Stewardship is typically equated with money. Even in the church world, stewardship is discussed in terms of giving. After all, churches have business operations with budgets, income, expenses, payroll, and financial audits. In addition, the Bible has hundreds of verses that refer directly to money and how God's people should handle it. But is stewardship just about money?

Read More >>



OUTCOMES ONLINE ELECTRONIC NEWSLETTER RATE CARD

Frequency: Monthly (usually second Tuesday of each month)

Ad Specs: .gif, .png or .jpg (non-animated)

Ad Rates

Ad Type	1 month	6 months	12 months
Banner Ad	\$649 each	\$549 each	\$449 each
Sponsorship of newsletter: Includes ad in each issue and copy highlighting sponsor			
	\$1,000	\$3,000	\$5,000

Alliance Members also receive a discounted rate for Outcomes Online advertising:

Platinum — 20% off listed rate

Gold — 15% off listed rate

Silver — 10% off listed rate

Ad Size

Ad Type	Size/Pixels	Maximum File Size
Banner Ad (horizontal)	728 wide x 90 high	25Kb

Please send ads to: CLA@ChristianLeadershipAlliance.org

Outcomes Online 2023/2024 Schedule

October 10

November 14

December 12

January 9

February 13

March 12

April 9

May 14

June 11

July 9

August 13

September 10

October 8

November 12

December 3

For ad placement
information contact:

CLA@ChristianLeadershipAlliance.org

Ph: (949) 487-0900

HIGHER THINKING BLOG



The Higher Thinking Christian Leadership Alliance Blog provides access to the wisdom and insights of some of today's outstanding thinkers in the arena of Christian leadership.

Our blog is published multiple times a week and shared across all social media channels as well as blog subscribers.

Our focus is on nine core leadership disciplines with the content categories on our blog:

- Executive Leadership
- Personal Leadership
- Resource Development
- Financial Management
- Legal & Risk Management
- Board Governance
- People Management and Care
- Internet and Technology
- Communications and Marketing

The Higher Thinking Blog is an excellent high-profile spot for **sponsorships** and **advertisements** to reach engaged, highly influential Christian leaders.



Interested in a unique customized advertising digital package for your organization? Contact the Alliance to get started today!

► CLA@ChristianLeadershipAlliance.org

Recognized as one of the Top 100 Leadership Blogs on the Internet. Ranked 8 for Christian Thought Leadership!

HIGHER THINKING BLOG RATE CARD

Audience: Reaches all of the Alliance's subscribers, and social media followers (twitter, Facebook, LinkedIn, daily paper as well as *Outcomes* Online electronic newsletter).

Circulation: More than one million impressions per month

Ad Specs: .gif, .png or .jpg (non-animated)

Ad Type	1 month	6 months	12 months
Side Bar Ad	\$499 each	\$249 each	\$200 each
Sponsorship of Blog: Includes featured posts with banner ad and side bar ad	\$1,000	\$3,000	\$5,000

Alliance Members also receive a discounted rate for Blog advertising as follows:

Platinum — 20% off listed rate

Gold — 15% off listed rate

Silver — 10% off listed rate

Ad Sizes

Ad Type	Size/Pixels
Side Bar Ad	300 x 300
Banner Ad	728 wide x 90 high

Please send ads to: CLA@ChristianLeadershipAlliance.org

Potential
reach of this
platform is
one million+
per month
across all
platforms.

There are other excellent opportunities to have a connection with the Christian Leadership Alliance audience all through the year. We have excellent targeted opportunities at our annual Outcomes Conference as well as sponsorship opportunities on resources offered throughout the year. Contact the Alliance for more details!

CLA@ChristianLeadershipAlliance.org

Ph: (949) 487-0900



ADVERTISING POLICIES

Outcomes and Higher Thinking Blog Advertising Policies:

1. Pre-payment for all online advertising is required unless alternative arrangements are approved in writing by Christian Leadership Alliance advertising sales staff.
2. All materials submitted are subject to acceptance for publication.
3. Christian Leadership Alliance reserves the right to reject paid advertising that (i) does not meet its qualifications or that detracts from its professional and ethical standards, or (ii) does not align with or discriminates against its statement of faith, mission and values.
4. Advertisers assume liability for all content published, and assume responsibility for any claims arising therefrom against the publisher.
5. Christian Leadership Alliance does not necessarily endorse the advertised resources, services or products that may appear or be referenced in its publications, and makes no representation or warranties about the products or services promoted or the accuracy of claims.
6. Christian Leadership Alliance disclaims all warranties, express or implied, and assumes no responsibility whatsoever for damages incurred as a result of delays in delivering its publications.
7. **Cancellation:** Cancellations must be confirmed in writing and cannot be accepted after ad posting online.



OutcomesOnline Ads

THIS SECTION APPLIES TO ALL ONLINE AD PLACEMENTS unless otherwise noted below.

Format: We require .gif, .jpg, or .png. Ads may NOT employ persistent rapid/"strobing" animation of any graphic, Flash, copy or background element(s).

Include Alt Text and URL for linking: Please be sure to include a URL for ChristianLeadershipAlliance.org to link from your banner or newsletter ad. (No embedded URLs.) Alternate text—maximum 70 characters.

Art Deadline: All art must be received prior to online publication date in full working order and be compatible with all major browsers and platforms.

Policy on Impressions: Christian Leadership Alliance is not responsible for lost impressions due to malfunction of ads housed on third-party servers or late receipt of ad materials.

Submitting Artwork: Please send online artwork to Christian Leadership Alliance at: CLA@ChristianLeadershipAlliance.org. Be sure to specify start date and duration of ad.

2023 - 2024 Advertisement Order Form

Outcomes Magazine
(pg. 7 for pricing)

Outcomes Online
(pg. 9 for pricing)

Higher Thinking Blog
(pg. 11 for pricing)

Advertisement Selection:	\$
Other	+ \$
Subtotal	= \$
Christian Leadership Alliance Member Discount: (Discount varies according to your membership level — Silver (10%); Gold (15%); Platinum (20%)). To join Christian Leadership Alliance, please visit www.christianleadershipalliance.org and click on the Membership tab.	
	- \$
Total	= \$

Contact Information

Complete information below for your company's contact person.

This person will serve as Christian Leadership Alliance's primary contact in matters pertaining to your order.

Company

Name of Contact Person	Title		
Address	City	St/Prov	ZIP/PC
Phone ()			
E-mail	Website		

Application Signature

Sign the Application. On behalf of said company or organization, I, as the duly authorized representative of the undersigned company or organization, subscribe and agree to all the terms, conditions, authorizations contained in the Advertisement Policies.

Your Name	Title	Date
Company	Signature	
Christian Leadership Alliance Authorized Agent:	Title:	
Signature:	Date:	

Return Form

Please complete these steps:

1. Email Application to CLA@ChristianLeadershipAlliance.org.
 2. Email ad image and hyperlink to be tied to the ad to CLA@ChristianLeadershipAlliance.org.
 3. If paying by card, please complete the below **and call to provide card information**.
- * You may also mail a check to the Christian Leadership Alliance Office, Attn: Accounting.

Payment Total from Step 1 above \$ If you prefer to pay by check, leave the Visa Payment details blank.

Select Payment Method:	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	Credit Card #	Call to provide card number - (949) 487-0900	
Expiration Date /	CW2 Code	(3 digit code found on the back of your card / 4 digit code on front of AMEX)		
Name on Credit Card	Signature			
Billing Address	City	St/Prov	ZIP/PC	
<input type="checkbox"/> Check Please make check payable to Christian Leadership Alliance.				