

Reach and Engage  
the Influential  
Alliance  
Community

# Media Kit

July 1, 2025–June 30, 2026



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# 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 48 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 and 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:

- America's Christian Credit Union
- American Bible Society
- American Heritage Girls
- Bible League
- CRISTA Ministries
- Campus Crusade for Christ (Cru)
- Compassion International
- 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:

- Church of God of Prophecy, Cleveland, TN
- Evangelical Presbyterian Church, Orlando, FL
- Eastside Christian Church, Anaheim, CA
- First Baptist Church of Glenarden, Landover, MD

... 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 and Fulfillment
- Camp/Conference Center
- Child and 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 and Development
- Rescue Mission
- Residential Facility
- Retirement Planning
- Social Service and Family Agency
- Social Support Service
- Teleconferencing/Webcasting
- Travel Services/Tours
- World Missions

## Organizations Served:

- 72% Christian Nonprofit Ministries
- 15% Ministry Service Providers
- 8% Churches
- 5% Educational Institutions

# Outcomes Magazine

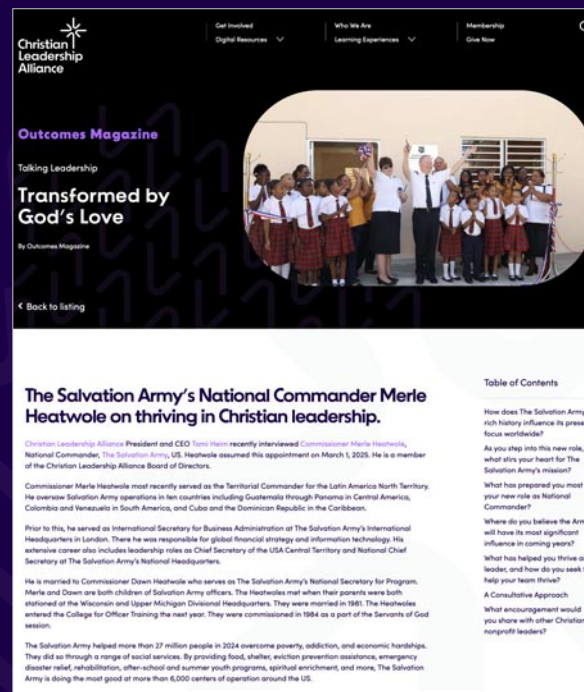
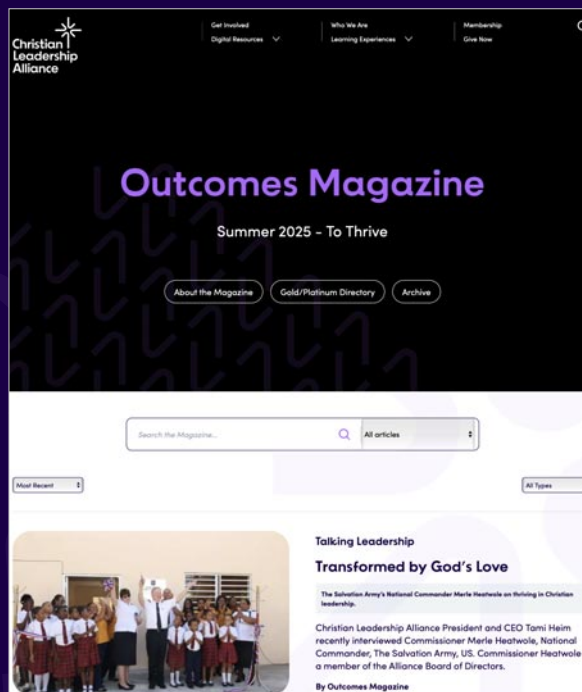
*Outcomes* magazine is Christian Leadership Alliance's premier publication, and it has consistently been rated as one of the most valued resources by Alliance members since its first publication in 2008!

*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!

► [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)



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.



### Fall 2025 – Theme: Grow Giving

Publish Date: Sept. 2, 2025

Editorial Deadline: Aug. 4, 2025

Ad Space Reservation Deadline: Aug. 11, 2025

Ad Materials Due Deadline: Aug. 18, 2025

**Overview:** Growing giving for your nonprofit ministry is paramount. Encouraging wise stewardship of resources to advance kingdom purposes is vital. What are keys to successfully finding, engaging, and maintaining generous givers in today's world? We will consider trends, best practices, and case studies. We will examine the theme of growing giving through the lens of Scripture and consider how we can best encourage biblical stewardship submitted to God. *(This edition will feature a special section honoring CLA's Platinum level member organizations.)*



### Winter 2025 – Theme: Technology Trends

Publish Date: Dec. 9, 2025

Editorial Deadline: Nov. 3, 2025

Ad Space Reservation Deadline: Nov. 10, 2025

Ad Materials Due Deadline: Nov. 17, 2025

**Overview:** As leaders of Christian nonprofits, it is vital that we understand and embrace technology that enhances organizational impact. What are the key technology trends you need to recognize and understand today? What are the most cost-effective and strategic technology solutions for Christian nonprofit leaders? In this edition you will hear both from technology experts and from frontline ministry leaders who share technology trends strengthening their bottom-line results.



### Spring 2026 – Theme: Multiply

Publish Date: March 3, 2026

(Reflects Outcomes Conference 2026 theme)

Editorial Deadline: Feb. 6, 2026

Ad Space Reservation Deadline: Feb. 9, 2026

Ad Materials Due Deadline: Feb. 16, 2026

**Overview:** This edition reflects The Outcomes Conference 2026 theme "Multiply." Reflecting the seed sown in "good soil" theme of the Parable of the Sower (Luke 8) this edition examines ways in which Christian leaders and organizations can bear much fruit. Celebrate stories of God's multiplication work in the lives of leaders and the ministries they serve. This edition will also celebrate the 50th anniversary of Christian Leadership Alliance, and the multiplication yet to come.



### Summer 2026 – Theme: Equip

Publish Date: June 2, 2026

Editorial Deadline: May 8, 2026

Ad Space Reservation Deadline: May 11, 2026

Ad Materials Due Deadline: May 18, 2026

**Overview:** Equipping staff teams of Christian nonprofits is vital for organizational success and for employee retention. We will explore keys to equipping your team well. How can you best evaluate your team's needs? What are innovative tools and training opportunities to equip team members for success? We will also examine the impact of technology on equipping staff today. Finally, we will investigate ways that you can continue to equip yourself to grow personally and professionally.



# Outcomes Magazine Rate Card

## Advertising Rates

Ad Type	1 issue	2 issues	4 issues
Landing Page Block and “In Article” Horizontal Banner Ad	\$1,197	\$967 each	\$727 each
“In Article” Horizontal Banner Ad	\$667	\$547 each	\$427 each
“End Article” Horizontal Banner Ad	\$487	\$367 each	\$247 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  
Donna.Bostick@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.

- ▶ On average, 100,900 *Outcomes* magazine views are viewed in the first three months of release.
- ▶ All advertising remains active in the magazine archives, which are fully accessible to all members and website visitors.

## Advertising Terms and 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 a greed to in advance in writing by the publisher.

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## 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.

# Outcomes Online Electronic Newsletter

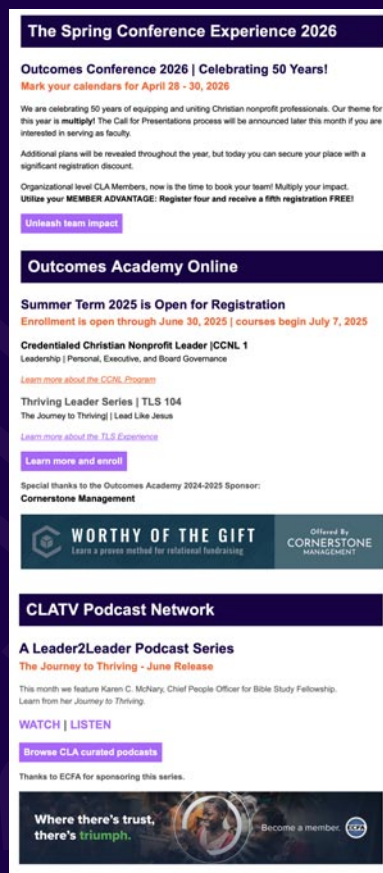
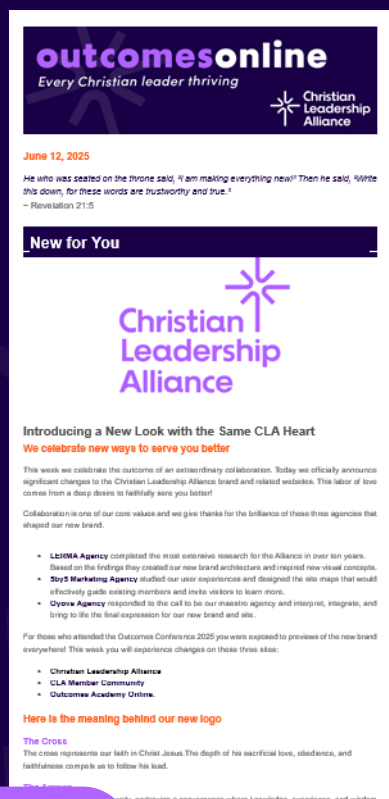
Outcomes Online is the monthly e-newsletter that includes news of transformational opportunities designed just for our members along with articles with which many Christian leaders are engaging.

Audience Size: 18,500+ active addresses  
Continues to grow throughout the year

Average read rate: over 35%  
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!

► [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)



There's no easier way to get directly connected with the purchasing decision makers for America's leading ministries!



# 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	\$777 each	\$657 each	\$537 each

Sponsorship of e-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 x 90	25Kb

Please send ads to: [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)

## Outcomes Online 2025–2026 Schedule

August 12	May 12
September 9	June 9
October 14	July 7
November 11	August 11
December 9	September 15
January 13	October 10
February 10	November 10
March 10	December 8
April 14	

For ad placement information contact:

[Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@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.

The CLA Blog publishes every Monday, Wednesday, and Friday and on special holidays. It is consistently ranked among the **Top for 50** Blog for General Leadership, Christian Thought, and Philanthropy. Because of this distinction, 4–6 times a month, the blog reaches and additional 40 million people in 100 countries.

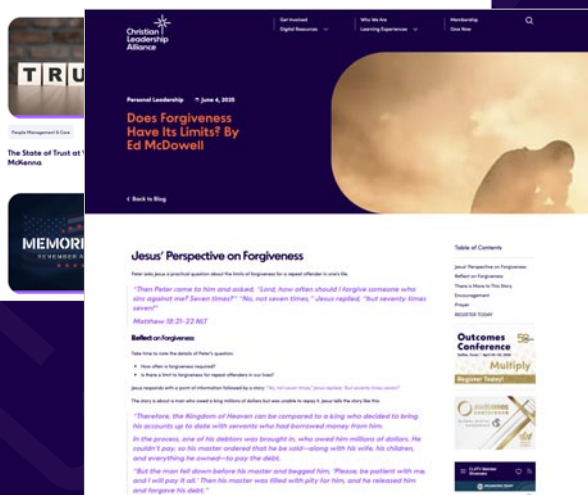
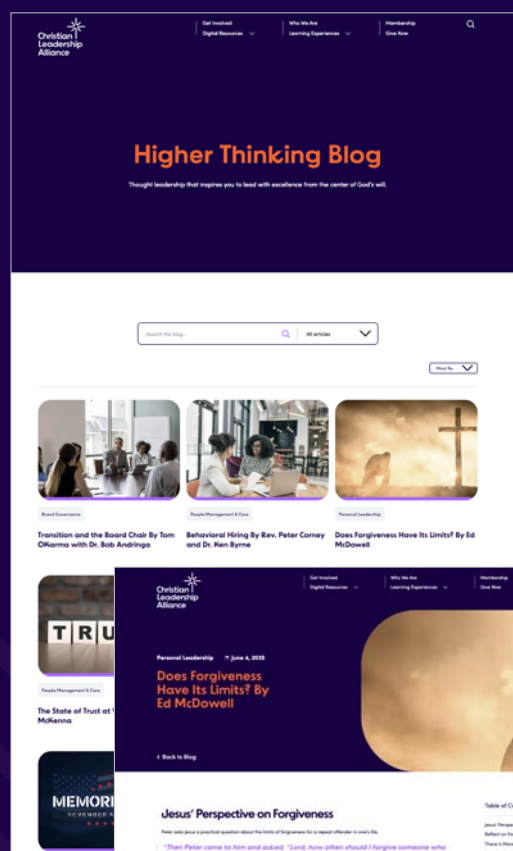
Our focus is on nine core leadership disciplines with the content categories on our blog:

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

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CLA Higher Think Blog ranks among the Top 50 blogs on Leadership, Christian Thought, and Philanthropy.



# 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 Pricing

Ad Type	1 month	6 months	12 months
Side Bar Ad	\$597 each	\$297 each	\$257 each
Sponsorship of blog:			
<i>Includes featured post per month, with banner add and side bar ad</i>	\$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:

[Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)

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

# Alliance Community-Member Webcast Marketing

## Advertising Rates — Member-only Webcasts:

Featured on the

- Alliance Community Events Schedule
- Landing page of the CLA main website
- Event Calendar on the CLA main website

Ad Type	1 month	6 months	12 months
1 event per month	\$597	\$297 each	\$257 each

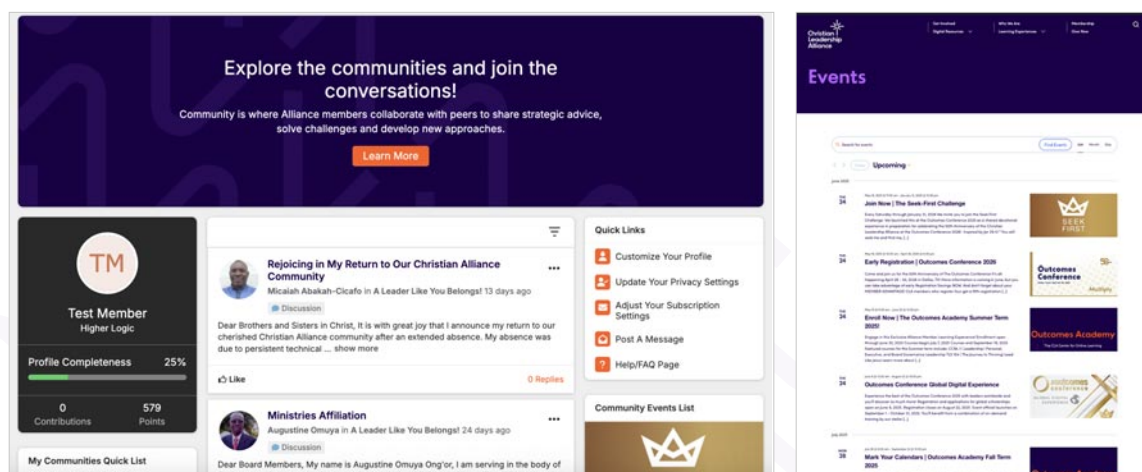
Alliance Members also receive a discounted rate for advertising as follows:

Platinum — 20% off listed rate

Gold — 15% off listed rate

Silver — 10% off listed rate

Main landing page:



## Requirements

- Webcast schedule must be submitted 30 days in advance of release
- Company logo (300 pixels wide x 200 pixels high)
- Need title and 75-word description
- Date and Time
- Registration link
- CLA copy of webcast to be featured on demand in The Center for Online Learning

Please send ads to: [Donna.Bostick@ChristianLeadershipAlliance.org](mailto:Donna.Bostick@ChristianLeadershipAlliance.org)

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](mailto:CLA@ChristianLeadershipAlliance.org)

► (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](http://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](mailto:CLA@ChristianLeadershipAlliance.org). Be sure to specify start date and duration of ad.

