Reach and Engage the Influential Alliance Community

Media Kit

July 1, 2026 – June 30, 2027

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Christian Leadership Alliance

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Belong with the Alliance

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.

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 50 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.

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

Christian Leadership Alliance

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 Heritage Girls
- Bible League International
- CRI CapinCrouse
- Campus Crusade for Christ (Cru)
- Compassion International
- Cornerstone Management, Inc.
- Douglas Shaw & Associates
- FaithSearch Partners
- Gallagher
- Gateway Woods
- Joni and Friends
- Moody Bible Institute
- Taft
- The Christian and Missionary Alliance
- TEAM - 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

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

Churches such as:

- Church of God of Prophecy, Cleveland, TN
- Eastside Christian Church, Anaheim, CA
- First Baptist Church of Glenarden, Landover, MD
- Long Hollow Church, Hendersonville, TN

... and many more

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

Christian Leadership Alliance

Outcomes Magazine

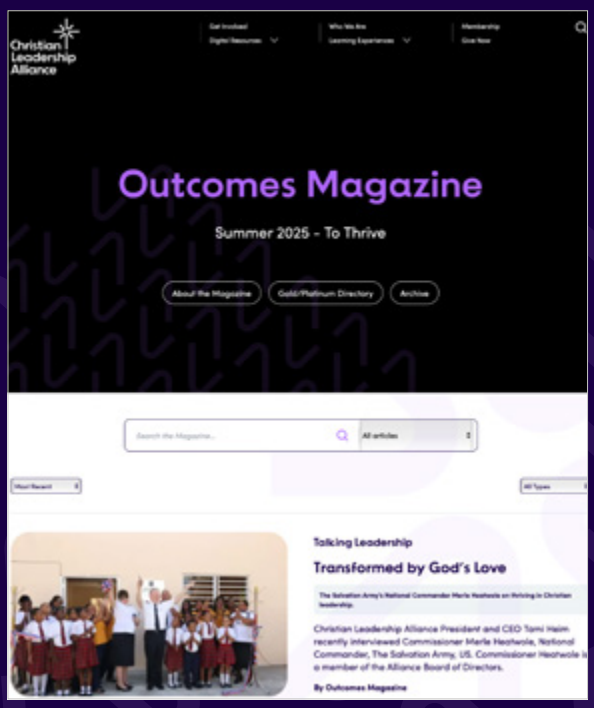
Outcomes magazine is Christan Leadership Alliance's premier publication, and it has consistently been rated as one the most valued resources by Alliance members since it first publication in 2008!

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



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

Outcomes Magazine Editorial Calendar

Each edition includes the Alliance Directory of Platinum and Gold level members. Each edition also features a special landing page section honoring CLA's Platinum level members.

Fall 2026 – Theme: Storytelling

Publish Date: **Sept. 1, 2026**

Editorial Deadline: **Aug. 3, 2026**
Ad Space Reservation Deadline: **Aug. 10, 2026**
Ad Materials Due Deadline: **Aug. 17, 2026**

Overview: What is your organization's story? You have one! It goes to the heart of your "why." It drives your mission and motivates your team. It is what links the heart of donors and supporters to your work. Are you telling that story well? How can you winsomely welcome supporters to come alongside your kingdom mission? And what is the role of AI and technology in storytelling?

Winter 2026 – Theme: Culture

Publish Date: **Dec. 8, 2026**

Editorial Deadline: **Nov. 2, 2026**
Ad Space Reservation Deadline: **Nov. 9, 2026**
Ad Materials Due Deadline: **Nov. 16, 2026**

Overview: Every Christian nonprofit has a culture. The popular maxim "culture eats strategy for breakfast" describes the incredible power and influence of organizational culture. So, how can we create healthy, thriving cultures that reflect Christ well to internal teams and external stakeholders? In this edition, we'll examine culture creation and culture change. We'll also share practical steps you can take to advance toward a healthy organizational culture.

Spring 2027 – Theme: Renew

Publish Date: **March 2, 2027**

(Reflects Outcomes Conference 2027 theme)

Editorial Deadline: **Feb. 1, 2027**
Ad Space Reservation Deadline: **Feb. 8, 2027**
Ad Materials Due Deadline: **Feb. 15, 2027**

Overview: Isaiah 40:31 reminds us: *"But they who wait for the Lord shall renew their strength; they shall mount up with wings like eagles; they shall run and not be weary; they shall walk and not faint."* In this edition, we will explore insights into God's renewing strength for us as Christian leaders. We will also examine the importance of soul care and heart healthiness for leaders and their teams.

Summer 2027 – Theme: Nonprofit Trends

Publish Date: **June 1, 2027**

Editorial Deadline: **May 3, 2027**
Ad Space Reservation Deadline: **May 10, 2027**
Ad Materials Due Deadline: **May 17, 2027**

Overview: What are some of the most important trends affecting Christian nonprofits and leaders today? Which trends will have the most impact over the next decade? As Christian leaders we seek to strike a balance between eternal Scriptural values and forward-looking strategic thinking. How can we do that well? What trends in AI, hiring, resource development, collaboration and more will be vital for us as Christian leaders?

Calendar subject to change.

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.

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.

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

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

Outcomes Online 2026–2027 Schedule

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

For ad placement information contact:

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

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

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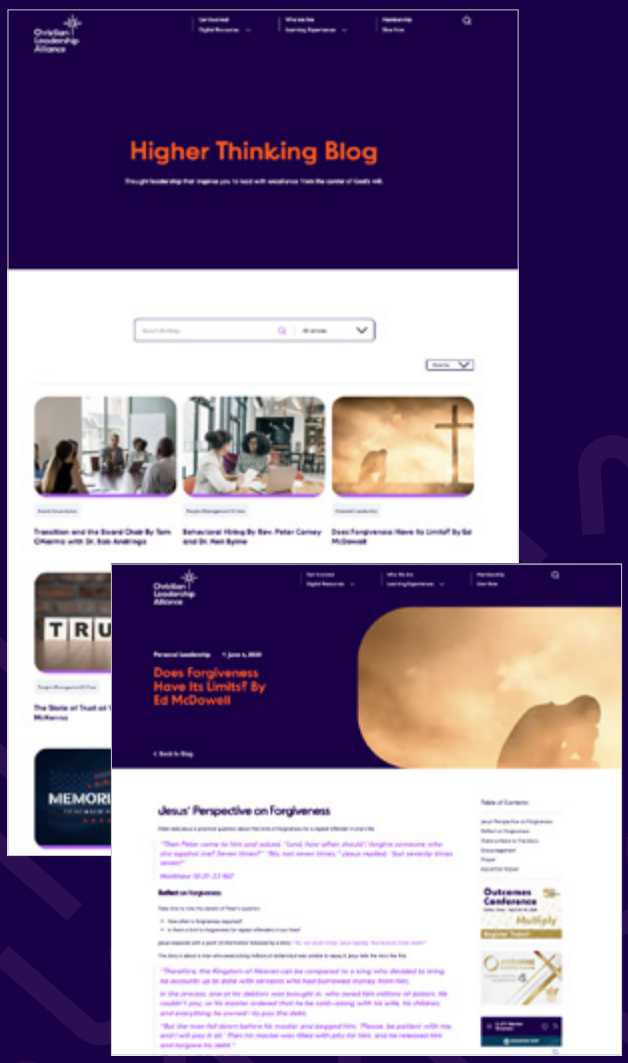


CLA Higher Think Blog ranks among the Top 50 blogs on Leadership, Christian Thought, and Philanthropy.

Christian Leadership Alliance

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
Banner Ad	$1,500	$8,000	$12,000

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
Banner Ad	728 wide x 90 high

Please send ads to: 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

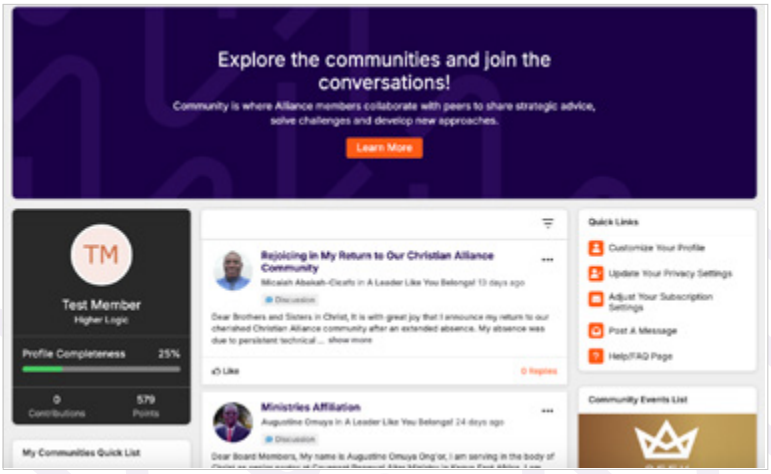
Alliance Members also receive a discounted rate for advertising as follows:

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

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
- (949) 487-0900

Christian Leadership Alliance

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.

Outcomes Online 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 ChristianLeadership Alliance.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.

2026-2027 Advertisement Order Form

Outcomes Magazine **(pg. 7 for pricing)**

Outcomes Online **(pg. 9 for pricing)**

Higher Thinking Blog **(pg. 11 for pricing)**

Alliance Community-Member Webcast Marketing **(page 12 for pricing)**

Advertisement Selection:	$
Other	+ $
Subtotal	= $ 0.00
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	= $ 0.00

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

Mobile Phone

Email | Website

Contract 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

Name and Title of Christian Leadership Alliance Authorized Agent:

Signature: | Date

Return Form

Please complete these three steps:

1. Email application to Donna.Bostick@ChristianLeadershipAlliance.org.
2. Email ad images and hyperlink to be to the ad to Donna.Bostick@ChristianLeadershipAlliance.org.
3. Invoice will be emailed upon receipt of advertising application.

Thanks for the opportunity to serve you!

For all Media or Conference Marketing, please contact:
Donna Bostick, Manager of Conference Engagement
Donna.Bostick@ChristianLeadershipAlliance.org

Christian Leadership Alliance

101 Roper Creek Dr.
Greenville, SC 29615
Ph: (949) 487-0900