

Online Media Kit

Campaign Overview

Advertising with The Gospel Herald English Edition allows **you** to reach over 100,000 visitors per month. Our visitors are Internet-savvy, devout, and have higher household incomes. They are loyal to The Gospel Herald and actively support our advertisers and sponsors. As the largest Chinese Christian news site in the world, The Gospel Herald is *the* Christian Internet marketing tool.

A Banner campaign on The Gospel Herald presents a unique opportunity to achieve high sales volume from banner advertising. The click-through rates are high, averaging around 3%. Display your banner on some of the most valuable Web pages, such as the Home Page, Article Page, or the Section Pages.

Advertising on Gospelherald.net

The Gospel Herald English edition offers the most extensive news reports for the global Chinese Christian community. According to U.S. Census Bureau report in 2009, over 3.54 million Chinese lives in United States and is the largest ethnic group among all Asian ethnicities. Gospelherald.net also reaches to the Chinese population residing in the major cities through Canada.

Our readers consist of pastors, elders, deacons, seminary professors, Christian businessmen, and Christians from all walks of life. They are the leaders and influencers within their communities, churches, and among their family and friends. They have higher online purchasing rate than most internet users.

The majority of our readers access the information from our news website through search engines such as Google, Yahoo, Associated Press, Sinanet, Baidu, Kimo, and many more. Since the founding of Gospel Herald English edition in 2004, we have developed into the leading online Chinese Christian news source in English.

Campaigns

Home Page

Place your message on the Home Page of The Gospel Herald. Through Home Page placements, you have the ability to control some of the most valuable advertising space on Gospelherald.net, while building message and product awareness. With the Home Page Masthead Banner Ad and Medium Rectangle, you can maximize the impact of your marketing and advertising messages to the entire Gospel Herald audience.

Article Page

Placement on the Article Page ensures you will reach the broadest audience on The Gospel Herald. Your ad will be viewed on more than 100,000 articles. Each article is searchable on various search engines, including Yahoo and Google, Associated Press, Sinanet, Baidu, Kimo, and etc., Your advertisement will be viewable while users actively consume articles of interest.

Section Page

Placement in the Section Page allows for targeting to a particular group of audience among thousands of visitors who visit our website daily. Through narrowing the exposure to a section page that your target audience finds most relevant, your chances of getting a higher ROI increases significantly. We encourage you to consider such option for targeting purposes.

Advertising Rates

Web Properties	Ad Name	Unit Size	Cost per month
Home Page	Masthead Banner	(468x60)	\$1,000
	Medium Rectangle	(300x250)	\$900
	Half Banner	(264x69)	\$800
	Button	(78x32)	\$300
Article Page	Top Banner	(468x60)	\$600
	Medium Rectangle	(300x250)	\$700
	Button	(78x32)	\$300
	Wide-Skyscraper	(160x600)	\$700
	Leaderboard (Bottom, Top)	(728x90)	\$500, \$850
Section Pages	Top Banner	(468x60)	\$300
	Wide Skyscraper	(160x600)	\$300
	Button	(78x32)	\$150
	Leaderboard (Bottom, Top)	(728x90)	\$250, \$400

Home Page (www.gospelherald.net)

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View from Hong Kong Harbour >> Full Story

Top Story

Over 600 Christian Leaders to Gather in Hong Kong for the International Call2All Gathering '09

Speaking on the Congresses/Gatherings the president of the Global Pastors Network (GPN), the organizers of the event, Man... challenged Christian all over the... they attend the gathering in Hong...

Half Banner (264x69)

[A Friendly Dialogue Between an Atheist and a Christian](#)
The Gospel...in writing... in China.

ENTERTAINMENT

[WALL-E: Best Animated Feature and Best Spiritual Film of 2008](#)
Disney's "WALL-E" has been recognized as last year's best movie for families, the best spiritual movie, and now the best feature-length animation.

HEALTH

[Care for Your Body and Use It for God - Romans 6:13](#)
It's a New Year and today's verse highlights just one reason why we should care for our bodies. Paul tells us ...

DEVOTION

[I Get It... I Think](#)
A stable life is not a static life. After all, life is not constant; it is full of changes. A great today does...

A WORD A DAY

[March 9 in Christian History](#)
1843 - Scottish clergyman Robert Murray McCheyne wrote in a letter: "You will never find Jesus so precious as ..."

CHINA TODAY

[BBC: Answer to China's Tainted Food Problems Lies in People's Hearts Change](#)

[Directors of BGEA Visited Tianjin Protestant Church](#)

THE GENERATION

[Prop. 8 Proponents Hopeful After Court Hearing](#)
Traditional marriage supporters are optimistic that Proposition 8 will stand after oral arguments were heard Thursday by the California Supreme Court.

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YOUTH/CAMPUS

[Interview: Michael Chang on Faith and Marriage](#)
Interview: Michael Chang on Faith and Marriage

- > Christian Youth Prepare for Cyber...
- > Survey: Majority of Youths in Hong...
- > Michael Chang and His Newly Wed Te...

Masthead Banner (468x60)

Medium Rectangle (300x250)

Article Pages

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CHURCH

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HEADLINES: 1 Get it... I think...
God's Spirit of Truth

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British Contextual Theologian Graham Ward Visited Beijing Gangwashi Church

Luke Leung
Gospel Herald Reporter
Thu, Mar, 05 2009 07:40 AM PT

Influential British contextual theologian from University of Manchester Graham Ward visited Gangwashi Church – one of the five officially recognized Protestant Churches in Beijing and where former U.S. Presidents George W. Bush attended services during his visit to China in 2005 – and participated in their communion service on March 1, according to Gangwashi Church's website.

Along with Ward, another professor of University of Manchester Michael Hoeltz and China's foreign-affairs ministry secretary were also present. That day, the senior pastor of Gangwashi Church delivered the sermon on "God's Image and New Creation."

From a set parameter of life context, Contextual Theology seeks to define the theological meaning in various fields, ranging from politics, economics, social and cultural contexts, and provides theological answers to deep questions from within these contexts. From certain perspectives, controversial theologies such as Liberation Theology, Feminist Theology, Black Theology, Theology of Sex, and Theology of the Body are viewed as the application of Contextual Theology.

Ward engages in different fields of Theology (esp. Postmodern Theology), and other disciplines like philosophy, Psychoanalysis, Gender studies and Queer Theory. He has written on the theology of language, postmodernism, cultural analysis and christology. His contemporary research focuses on Christian social ethics, political theory and cultural hermeneutics. He is editor of three book series: Radical Orthodoxy (Routledge), Christian Theology in Context (OUP) and Illuminations: Religion & Theory (Blackwell).

In recent years, China's Protestant Churches have been experiencing a rapid growth of church-goers, but the level of theological education has always been a bottleneck, which prevents the advancement of China's churches.

While China's churches must quickly establish an orthodox and holistic understanding of theology, China's churches and overseas churches have been very concerned about China's theological education and developments.

Moreover, overseas Chinese churches have established various ministries in training Chinese churches and theological education, and hope to partner together more with the churches in China; an example would be the New York Theological Seminary, hoping to address the problem of shortage of ministers in China, has been offering theological education through online courses.

Various Christian scholars in China, such as He Guang Hu, who is a professor at Beijing Remin University, has published various articles, propagating the establishment of a Mandarin Theology that is suitable for China, and etc.

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- British Contextual Theologian Graham Ward Visited Beijing Gangwashi Church

MOST HEADLINES

- U.S. Census Report: Asian Ethnicity Are Fastest-Growing in U.S., Chinese Takes Lead

This book stirred me to tears and drove me to prayer! - Miss J.S. Towson

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11 Section & Subsection Pages: International, Church, Ministries, Missions, Education, Entertainment, Society, NGO, Life, Faith, Opinion

MISSIONS



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Seattle, February 18, 2009 - As the award-winning movie Slumdog Millionaire competes in 10 Academy Award categories this Sunday, international aid agency World Vision urges Americans to learn more about how poverty affects children in India, and do something about it.

MOST POPULAR
▶ Slumdog Millionaire Fails to Mention Five Issues

Gideon Training Center Conclude Five-Day Intensive Training in Fujian House Churches

New York Gideon Training Center recently concluded their trip to Min Nan region of the southern part of Fujian Province in China, where they held intensive trainings for the local house church believe...

Call2All Asia Global Congress to be Held in Hong Kong this May

This May, thousands of top Christian leaders, civic, business, educational, media and church leaders, from over 239 nations will be joining a large-scale mission agencies international conference in H...

CCCOWE Movement Head Visits Africa, Reaches Out to Local Chinese Churches

Chinese Coordination Centre on World Evangelism (CCCOWE) International Director Rev. Morley Lee began his three-week Africa visitation, during which he cared and encouraged the local Chinese churches ...

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