

COMING SOON

SEPTEMBER 1, 2008 | LoveDareBook.com

NOVEMBER 1, 2008 | Spanish Edition

JANUARY 1, 2009 | Legacy Edition

FIREPROOF
&
THE LOVE DARE

.....
Media Update
August 15, 2008

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ADVERTISING

PUBLICITY

RADIO

- **Salem stations and their network shows.** Comprised of 64 local markets
- **Other local screening markets: 11, including** Baltimore, Lancaster, Grand Rapids, Buffalo, Birmingham, Cincinnati, DC, Atlanta, Louisville, New York.
- **WAY-FM Network**
- **Relevant Radio Network**
- **JOY-FM:** Bradenton, Sarasota, Tampa, Gainesville, Ocala, Sebring and Crystal River in Florida
- **His Radio Network**
- **Moody Broadcasting Network**
- **American Family Radio Network**
- **Calvary Satellite Network**
- **USA/IRN Network**
- **KLOVE/AIR 1**
- **Family Life Network of New York**
- **Family Life Network of Tuscon**

TV

- **All ads running during the month of September, starting week 1 through release date**
- **Channels include Hallmark, CMT, GAC, INSP, Fox News, Family Channel, Game Show Network, i-Life**
- **Total spots are 1,072 over the course of the month**
- **The heaviest buy is on Fox News**
- **Shows on Fox News being targeted are Fox & Friends, Hannity/Colmes, Neil Cavuto, O'Reilly Factor, On the Record, etc, etc**
- **The entire TV campaign is north of 7-figures**

INTERNET

Publisher	Estimated Unique Users reached (based on a 3x per user frequency cap)
BlogHER Network	111,111
Salem Web Network	662,895
Sony Music Network	66,666+
Fox News	468,290+
Town Hall	799,189+
Specific Media	1,229,167
Google	N/A - Frequency capping is not available on Google
Veremedia Christian Ad Network	1,428,571 impressions – Sept. 8-Oct. 24

PRINT

- **Outreach (circ: 40,000)**
- **HomeLife (circ: 294,572)**
- **AMFM Resource Guide and Program**
- **ICRS Show Daily**
- **Flyer in Fireproof screening boxes at 150 screenings**
- **SBC Pastor's Conference Program and Pre-Show Mailer**
- **SBC Banners**
- **ICRS Column Wrap**
- **Publisher's Weekly**

CBN International	Christian Broadcast
CBN	Christian Broadcast
CBN	Christian Broadcast
FamilyNet	Christian Broadcast
Harvest TV	Christian Broadcast
NAMB (video side)	Christian Broadcast
James Robison	Christian Broadcast
Baptist Messenger	Christian Broadcast
WATC-57	Christian Broadcast
Baptist Press	Christian Print
Christian Retailing	Christian News Service
REV! Magazine	Christian Print
CBA Retailers & Resources Magazine	Christian Print
Christian Living Magazine	Christian Print
Christian Retailing--Trade Magazines	Christian Print
Christianity Today	Christian Print
FOTF	Christian Print
HomeLife	Christian Print
Homeschooling Today Magazine	Christian Print
On Mission	Christian Print
Stand Firm Magazine	Christian Print
Outreach Mag	Christian Print
Today's Christian Women	Christian Print
Campus Crusade for Christ	Christian Print
AFR	Christian Radio
Family Life	Christian Radio
Gary Smalley	Christian Radio
KLOVE/AIR 1	Christian Radio
WMBI Moody	Christian Radio
Janet Parshall	Christian Radio
WAY-FM	Christian Radio
Albert Mohler's Show	Christian Radio
Michael Medved	Christian Radio
Family Life Network (New York)	Christian Radio
New Man e-mag	Christian Radio
Christian Music Review	Christian Web
God Tube	Christian Web
ChristianCinema	Christian Web
Lifeway.com	Christian Web
Christianity & Culture	Christian Web
Townhall.com	Christian Web
Crosswalk.com	Christian Web
Blog Talk Radio	Christian Web
Good Morning America	Christian Web
Inside Edition	Secular Broadcast
Modesto Bee	Secular Broadcast
Dallas Morning News	Secular Print
Washington Times	Secular Print
Tennessean	Secular Print
KMPS-Seattle	Secular Print
KBWF-San Francisco	Secular Radio
Delilah	Secular Radio
NPR	Secular Radio
IRN/USA Radio Network	Secular Radio

PLUS HUNDREDS MORE!