

Our Crowd Your Message!

Let us introduce you.



- *400,000 unique visitors each month*
- *3 million page views per month*
- *Over 75,000 ticket orders processed annually*
- *Selling tickets since 1993*



- *2 million copies annually*
- *20 regional magazines*
- *25 states served*



- *Text Messaging service*
- *Clients include TobyMac, Creation Festivals, Steven Curtis Chapman, Building 429, and hundreds of local churches, schools, radio stations and businesses*

Introduction

WordCross Media, representing Christian Happenings, iTickets and widentify, offers a unique set of services targeting the faith-based market. Our focus is to help our clients host events, communicate to those interested in attending, sell tickets if needed, and offer degrees of on-site assistance.

Our clients fall into three broad categories:

Our Event Promoters seek our services to provide insight into the faith-based event market, to assist in promoting their events to our audience, and sell tickets to their events. The insight we share is based on our experience in the market since 1984. We help promote events through the Christian Happenings Magazine, our web sites (iTickets.com and ChristianHappenings.com), email blasts, direct mail, and church fax updates. Our box office, iTickets, is the largest independent Christian ticketing service, selling tickets since 1993. Our newest service, widentify, is the first exclusively Christian text messaging service.

Our Audience seeks our services to find out about events and/or purchase tickets. This includes:

- a. the people that pick up over 275,000 copies of our Christian Happenings magazine every other month,
- b. the 400,000 monthly unique visitors to our web sites including iTickets.com and ChristianHappenings.com, who register over 3 million page views and 16 million hits per month,
- c. the 75,000 ticket purchasers who annually purchase event tickets for themselves and/or the groups they organize.

Other Enterprises include the thousands of ministries, businesses, and organizations that find value in reaching the faith-based event market.

Contact us at 800-521-0290 to discuss your objectives. Before you call, think specifically what you'd like to accomplish with your ad as well as a rough idea as to your budget. We can build an advertising campaign to fit your budget and with your goals in sight.



Targeted email blasts...
over 400,000 subscribers



www.iTickets.com

Promotional Services

WordCross Media provides a range of promotional services for Christian event planners, ministries and businesses. Our goal is to communicate to our audience about Christian events (concerts, seminars and special services). Our audience seeks not only the who, what, when and where but wants to know why and how it impacts their everyday walk.

Through print, web, and electronic media, we are able to reach many active Christians who purposefully seek out this information. Because our audience recognizes the value of events, products and businesses that directly and indirectly promote the gospel message, advertising through the WordCross family puts your message directly in front of men, women and youth who are eager to learn about your service, product, or event.

We have the following promotional services:

Free Event Listings and News Releases

List upcoming events at no cost in the Christian Happenings Magazine and online at iTickets.com and ChristianHappenings.com. News releases may be submitted to news@iTickets.com to be considered for our web sites.

Web Advertising

Displayed on ChristianHappenings.com and iTickets.com, over 400,000 unique monthly visitors, viewing on the average 7 pages per visit. Ads can be national or regional and displayed based on specific search requests.

Email Blasts

Sent to targeted individuals who have signed up to receive email updates. Over 400,000 of our subscribers have requested to receive updates. Blasts can be sent nationally or regionally, using specific zip codes.

Print Advertising

The Christian Happenings Magazine offers tailored marketing packages and the most cost-effective way to reach a wide audience.

Church Fax Blasts

Sent to church and ministry leadership and media outlets. Fax blasts can be national or regional, targeting specific zip codes.

Text Messaging

Servicing churches, promoters, schools and festivals. Reach your entire list within seconds by sending out text messages announcing on-sale dates, promotional giveaways, last minute updates and emergencies.



Christian Happenings Magazine
Published since 1984 in 25 states



iTickets.com

iTickets.com, fueled by the Christian Happenings event data, is the top-ranked site for Christian event, concert and conference information. We have sold tickets to over 1500 concerts and events per year, including Festivals such as Creation, Kingdom Bound, Atlantafest, SpiritSong, SonShine and Cornerstone, as well as Teen Mania's Acquire the Fire events. Through a free membership to the site, consumers can receive information personalized to their own preferences and specific to their local region. The site receives 400,000 unique visitors each month.

The iTickets.com concert database is considered to be the industry standard and its concert search engine is syndicated and free of charge to many other websites including CCM's web site ccmagazine.com, Salem's site thefish.com, and ChristianityToday.com.

In 2004, iTickets was awarded the prestigious GMA Lifetime Achievement Award, recognizing major contributions to the gospel music industry through the company's commitment to the Christian community.

iTickets.com has multiple advertising options. Both regional and national marketing plans can be developed to meet your needs, as well as targeted email broadcasts based on our members' locations and profiles. Packages are available for every budget. Ask your sales representative about package discounts.

400,000 visitors monthly • 3 million monthly page views

Concert search engine is syndicated and free of charge to other websites including ChristianityToday.com and the Gospel Music Association website.

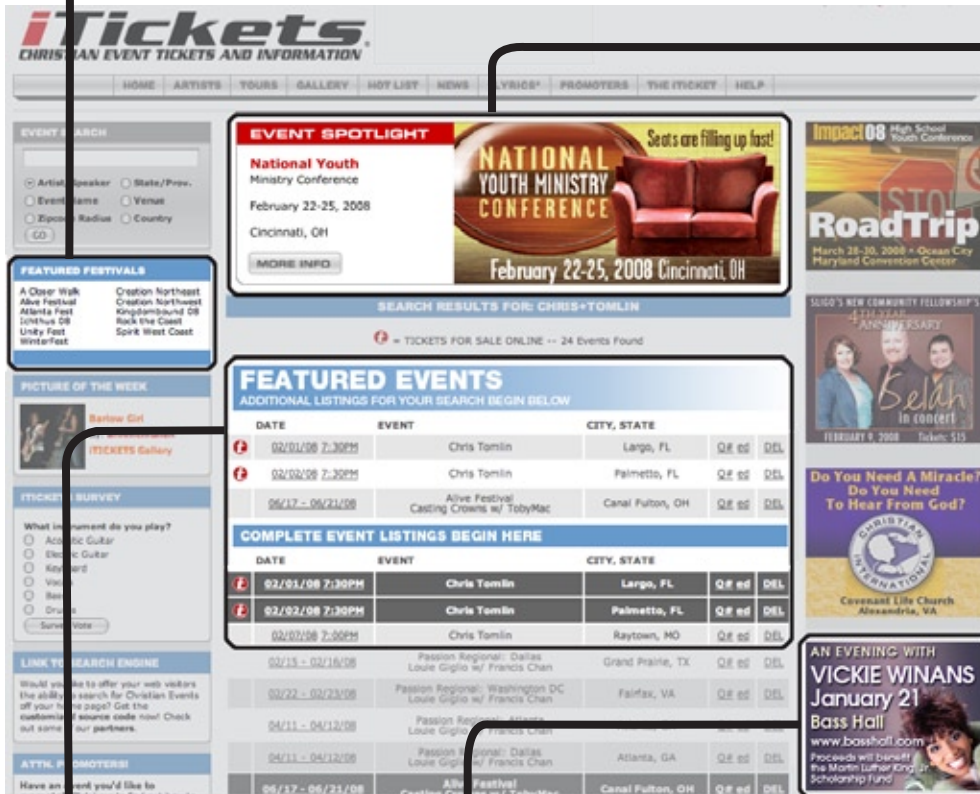
*Awarded the prestigious
GMA Lifetime Achievement Award*

"Over the past year, iTickets continues to be our best internet partner in delivering committed donors to help the poor around the world. We are able to focus and target our message appropriately which in the end exceeds our expectations. iTickets over-delivers and is a great organization to work with."

— John Strobel, Director: World Vision

iTickets Advertising Rates

HOME PAGE FEATURED LISTING... the top Christian events in the country (ie festivals & conferences), linked to detailed event information.
3 months: \$450; 6 months \$750; 9 months \$900; 12 months \$1050



SPOTLIGHT ADS appear on both iTickets.com and ChristianHappenings.com. Nationally, you will receive at least 375,000 views per month.

- National:**
\$999/2 weeks
\$1500/month
\$1000/month - 3+ months
- Regional (5 states or less):**
\$399/2 weeks
\$750/month
\$500/month - 3+ months

SPECS: SWF FILE

- 300 pixels wide x 150 pixels high
- File size should be less than 50K
- Include a 3-5 second pause at end of file with a stop action at the finish of the movie
- 24 frames per second
- No longer than 15 seconds
- No looping (add a stop action on last frame)
- No music or sound files
- Embed your link in the file (suggest make the whole movie clickable, link must pop up in new window)
- TITLE: 18 characters (including spaces)
- DESCRIPTION: Three lines of text
- Max 25 characters per line (including spaces)

EVENT LISTINGS, triggered by search requests, are free of charge. Events for which some advertising has been purchased and/or have tickets on sale through iTickets appear in the **Featured Events** listing, which precedes the complete listing. Your event can be included in the Featured events for as little as \$50/week.

REGIONAL & NATIONAL WEB ADS

- National:**
\$999/2 weeks
\$1500/month; \$1000/month 3+ months
- Regional (3 states or less):**
\$199/2 weeks
\$250/month; \$125/month 3+ months

SPECS:

- 180 pixels wide x 150 pixels tall
- RGB color
- The file size should be no more than 30k

iTickets Email Broadcast Rates



With an active list of over 400,000 opt-in subscribers, iTickets is one of the most valued e-media resources available. The list is comprised of people who have either purchased tickets to a Christian concert or event from iTickets or have signed up online to be notified of events and services/products that would be of interest to a faith-based, family-friendly market.

Your email can be sent to a specific market (based on a local zip code), a region, or nationally. Our design department will be glad to create the eCard for you, or you can submit an HTML ad with the accompanied plain text version.

eCard... we can use your design or our staff can create it for you.

Target specific markets by geography, gender, music preferences and other demographics.

"Many of our marketing efforts to the core Christian book buyers have included iTickets. Last year alone we sent over 1 million direct emails which we were able to target by both age and gender."

*— Debbie Johnson, Advertising & Promotion Manager:
Tyndale House Publishers*

Pricing varies with quantity and search requirements. A minimum of 1000 names starts at \$0.15 each (set up fee applies).

RATES

- \$0.15 per name – 3,000 names and less**
- \$0.12 per name – 3,001 up to 6,000**
- \$0.10 per name – 6,001 up to 30,000**
- \$0.08 per name – 30,001 up to 50,000**

Bulk rates (over 100,000 names) as low as \$0.03 per name available for annual commitments paid in advance

Church Fax Broadcasts

Sent to church and ministry leadership, as well as media outlets such as radio stations, TV stations and bookstores, fax blasts can be national or regional, using specific zip codes.

We have over 15,000 church faxes nationally in our database. A minimum of 100 faxes are \$1.00 per fax. Additional quantities are \$.50 per fax (set up fee applies).





Christian Happenings Magazine

Christian Happenings was first published in July 1984, as a local Christian event guide serving Columbus, Ohio. Since then we have expanded to include twenty regional magazines, distributed throughout twenty-five different states from Minnesota to Texas to Florida to New Jersey, with a combined annual circulation of approximately 1.5 million copies.

Christian Happenings Magazines are distributed at

- **1230 churches**
- **980 bookstores**
including Family, LifeWay, Berean, Lemstone,
& Mardel Christian stores.

Our Audience

If there's one shared characteristic of our audience, it's their desire to be informed about events. A large sub-category would be those that plan for others to attend events, namely church leaders such as youth leaders and within the family, moms and wives.

- 65% Women
- 9% use the magazine to plan for their group activities
- 19% under 18, 20% 18 to 25, 27% 26 to 39, 34% over 39
- 52% pick up the magazine at a Christian store
- Because of an ad in Christian Happenings, 65% attended an event, 39% purchased tickets to an event, and 36% purchased a product or service

Published since 1984

*Annual circulation of approximately
1.5 million copies*

*Distributed throughout churches
and Christian bookstores including
Family Christian Stores, LifeWay,
Berean, Lemstone, & Mardels*

Twenty regional magazines

Serving twenty-five different states



Print

Reaching Today's Christian Market Through Both Print & Electronic Media

Christian Happenings has combined the well established printed Christian Happenings Magazine with the electronic Christian Happenings E-Zine utilizing the strength of the iTickets email list to provide a powerful combined marketing tool reaching today's Christian market.

Our advertising prices are based upon insertions on an average of 10,000 printed magazines and 10,000 E-Zines.

The "A," "B" and "C" package pricing reflects the ad size in the print component and the position & size in the E-Zine component.

PRICING

PACKAGE A \$699*

Full Page/Full Color Printed Ad & E-Zine Position A

PACKAGE B \$499*

Half Page/Full Color Printed Ad & E-Zine Position B

PACKAGE C \$299*

Quarter Page/Full Color Printed Ad & E-Zine Position C

*** Black & White Ad \$50 Discount**

Reserve Early For Best Placement

Advertising rates are net to Christian Happenings and are based on camera ready artwork.

Ad design is available for an additional cost.

Multiple issues & edition insertion discounts are available.

E-Zine



E-ZINE POSITION

A

B

C

PRINT AD SIZES

A Full Page
Four Column

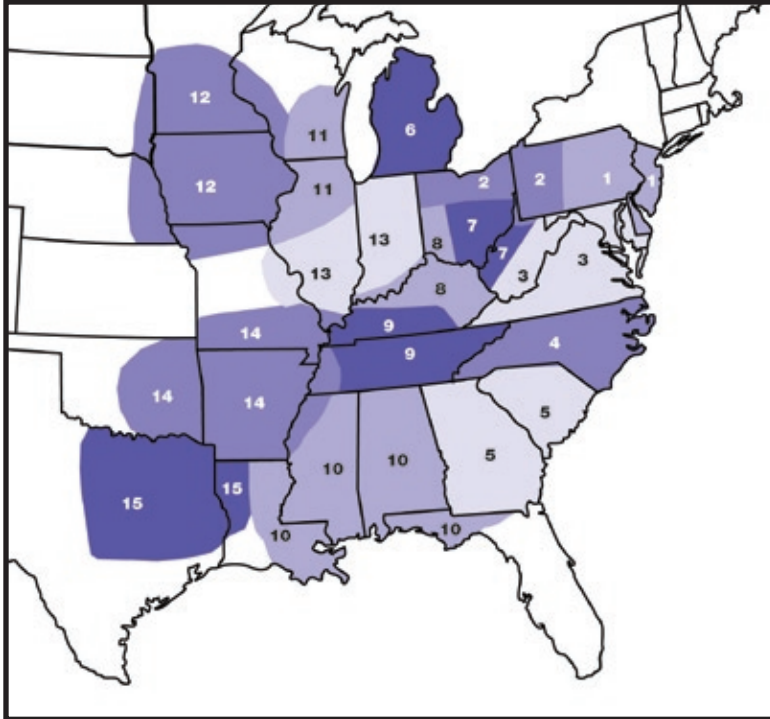


B Half Page
Two Column



C Quarter Page
Two Column

2009 Advertising Regions & Circulation



- **Combined circulation of over 20,000 e-Zines and magazines per issue**

- **15 Regional Editions**

- **6 issues per year**

January/February

March/April

May/June

July/August

September/October

November/December

Deadlines approximately 2 weeks before issue date.

1. EASTERN PA/NEW JERSEY/DE

Philadelphia, Lancaster, Harrisburg, Reading, PA; Newark, Trenton, New Brunswick, Atlantic City, NJ; Wilmington, Dover, DE

2. NORTHERN OHIO/WESTERN PA

Cleveland, Canton, Akron, Youngstown, Toledo, OH; Pittsburgh, Erie, PA; Wheeling, WV

3. VIRGINIA/MARYLAND/DC/EASTERN, WV

Roanoke, Lynchburg, Richmond, Norfolk, VA; Baltimore, Fredericksburg, MD; Washington, DC

4. NORTH CAROLINA

Charlotte, Winston-Salem, Greensboro, Raleigh-Durham, Asheville, NC

5. SOUTH CAROLINA / GEORGIA

Columbia, Greenville, Charleston, Myrtle Beach, SC; Atlanta, Columbus, Macon, Savannah, Augusta, GA

6. MICHIGAN

Detroit, Grand Rapids, Lansing, Flint, Saginaw, Traverse City, MI

7. CENTRAL OHIO / WESTERN WV

Columbus, Newark, Chillicothe, OH; Parkersburg, Marietta, Huntington, WV

8. SOUTHWEST OHIO/ NORTHERN KY

Cincinnati, Dayton, OH; Louisville, Lexington, KY; Evansville, IN

9. EASTERN & CENTRAL TN / SOUTHERN KY

Knoxville, Chattanooga, Nashville, Gatlinburg, Tri Cities area, Jackson, TN; Bowling Green, Somerset, Hopkinsville, Paducah, KY

10. ALABAMA / FL PANHANDLE/ MISSISSIPPI / EAST LA

Birmingham, Montgomery, Huntsville, Mobile, AL; Florida Panhandle; Jackson, Gulfport, Meridian, MS; Baton Rouge, New Orleans, LA

11. CHICAGOLAND / WISCONSIN

Chicago, Rockford, IL; Milwaukee, Madison, LaCrosse, Green Bay, Wausau, WI; Quad Cities, IA

12. IOWA/MN/EASTERN NE/ SE S. DAKOTA

Des Moines, Waterloo, Cedar Rapids, IA; Minneapolis, St. Paul, Rochester, Duluth, MN; Omaha, Lincoln, NE; Sioux Falls, SD; Eau Claire, WI

13. INDIANA, DOWNSTATE IL/ ST. LOUIS

Indianapolis, Ft. Wayne, South Bend, IN; Peoria, Springfield, Decatur, IL; St. Louis, MO

14. ARKANSAS/OKLAHOMA/WESTERN TN/ SOUTHERN MO

Oklahoma City, Tulsa, OK; Little Rock, Jonesboro, Fayetteville, AR; Memphis, TN; Springfield, Branson, MO

15. DALLAS METRO/ NE TEXAS / NW LA

Dallas, Ft. Worth, Tyler, Longview, Texarkana, Austin, San Antonio, Waco, Temple, TX; Shreveport, LA

Christian Happenings Advertising Specs



DESIGN SPECS: Please give attention to the contrast between the text and the background of your ad, so that information prints clearly (Dot gain is on the order of 25%). Also design ads so that small text (no smaller than 9 -10 point) is 100% black and not registration black. Create color ads as high resolution CMYK images (do not convert to RGB as it loses print properties).

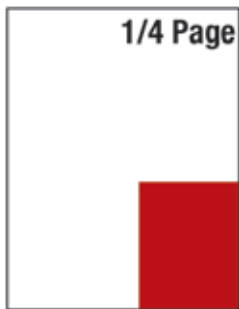
ACCEPTABLE FILES:

- a) PDF & JPEG files are preferred, they translate from MAC to PC well and can be easily emailed. Make sure to convert text to paths (300 dpi).
- b) EPS - Make sure to convert all text to paths.

We are Macintosh based and use Illustrator, InDesign, Freehand MX and Photoshop as our primary design applications. We have the capability to accept QuarkXpress documents (save as 4.0 document) but these are not preferred. We do not design in Microsoft applications and strongly discourage their use in designing ads. If you MUST use Microsoft you will need to create a PDF document and email that to us. It is essential that you adhere to these guidelines and that your ad size is formatted exactly for the appropriate ad size.

ADVERTISING DEADLINE: Call for specific dates for each region.

AD SIZES Width x Height, inches (c=columns)



3.67 x 4.65 (2c)



7.5 x 4.65 (4c)



3.67 x 9.46 (2c)



8.75 x 11(BLEED)
7.5 x 9.75 (LIVE)

Digital files can be emailed to your sales representative. Mail hard copies or digital files on disk to:

Christian Happenings
6185 Huntley Road, Suite Q,
Columbus, OH 43229

If you have any further questions call **800-521-0290**.



Artists

- *Create a fan database that belongs to you*
- *Promote upcoming releases*
- *Contact fans about a concert in their area*

Promoters

- *Collect subscribers at an event to help promote future events*
- *Offer promotions and giveaways at your event with ease*
- *Announce on-sale dates and hot shows*
- *Inform attendees about last minute venue changes or show cancellations*

Festivals

- *Collect subscribers from a festival to help promote next year's event*
- *Encourage attendees to sign up to receive updates while attending the festival*
- *Alert attendees if a child has been lost, or other security or weather issues*

Churches

- *Reach your youth group within seconds*
- *Spread the word quickly about prayer requests, security issues, emergencies and cancellations*

Radio Stations

- *Allow listeners to text in to find out current songs being played*

Schools

- *Send security alerts to quickly notify your entire student body and their parents about a pressing issue*
- *Announce snow days, early release days, parent teacher conference reminders, and updates on sporting events and practices*

Text Messaging

Servicing churches, promoters, schools and festivals. WordCross media's text messaging service, **widentify**, helps you reach your entire list within seconds by sending out text messages that announce on-sale dates, promotional giveaways, last minute updates and even emergencies.

Our world is becoming wireless! Today, more people have cell phones than fixed telephone lines, and over 70% of cell phone users actively send text messages. It is no wonder that text messaging is taking over as one of the fastest and easiest ways to communicate with an individual or group of people. Text messaging with its direct approach, communicates valuable information instantly, an option that is valuable to any marketing plan.

Our text messaging service is simple, and can be used in a variety of ways and for a variety of reasons (see the sidebar for many examples). Here's how it works:

1. Tell people to text your Key Code and their email address to 43138 (easy way for you to capture email addresses in the process).
2. These people are automatically enrolled in your text messaging database. This list can only be used by your organization. We cannot sell to any third parties.
3. widentify will maintain your list (no cost), but you control the content of the messages and how many you want to send.
4. Using a webpage, you are able to set up and send text messages to everyone on your list or selected names from your list.
5. You can offer people the option of receiving weekly news updates.
6. Participants can unsubscribe from your list at any time.

To see how the service works, try texting the word CURRENT to 43138 (current song on radio station WJTL).

Pricing starts at just \$900 per year for one key word. Additional keywords are available. Messages sent cost \$.04 each. Spamming is not allowed.



Selling tickets for Christian Events since 1993

CLIENTS INCLUDE:

Concert Services, Inc. (CSI)

Premier Productions

Rush Concerts

Teen Mania (Acquire the Fire)

Creation Festivals

Atlanta Fest

Sonshine Festival, Liberty University

New Covenant Productions

*Chaffee Management Group
David Phelps*

Jennifer Rothschild Ministries

Ocean Grove Great Auditorium

iTickets Box Office Solution

iTickets, helping organizations sell tickets since 1993, is the largest independent Christian ticketing service in North America, processing nearly 100,000 ticket orders in 2007 alone. We have grown to serve most of the major Christian festivals and event promoters in the country as well as hundreds of local promoters, churches and ministries. iTickets offers a variety of ticketing options to best meet the need of each client.

SERVICE: Online ordering is active 24 hours a day. Our call center is open Monday-Thursday from 8:30 am - 6:00 pm EST and Fridays from 8:30 am - 5:30 pm EST. Calls received after business hours and on weekends are directed to voice mail and, unless urgent, are returned the next business morning. Special phone center hours can be offered for special on-sale promotions. We accept Visa, MasterCard, Discover, Amex and debit cards.

RESERVED SEATING: Our box office solution accommodates reserved seating venues, allowing your customers to know at the point of sale that they're getting the seats they want. If we do not have your venue set up, plan on a week to get your venue's seating chart into our system.

SETTING UP OUTLETS: Our box office solution is available to be used by your outlets, such as local stores, churches, venues, and even your office. This allows all outlets to sell from the same inventory of tickets, especially important when you're selling reserved seats.

TICKET PRINTING: We can use your pre-printed tickets or print tickets for you. If you need tickets printed, call our office and we can administrate that at a nominal fee. Print-at-home tickets or our electronic "iTicket" are also available. Contact our office for details.

SERVICE FEES: Customers are typically charged a 15% ticket service fee based on the price of the ticket. There is a minimum service fee of \$4.00 per order on all orders. If the show is canceled for any reason, our service charge is nonrefundable. Some promoters opt to build the service fee into the price of their ticket, which is also available upon request.



Please contact: Margaret Fry
800-521-0290 • 614-410-4140
margaret@christianhappenings.com



Selling tickets for Christian Events since 1993

CLIENTS INCLUDE:

Worship Northwest

Come Alive

Andrews University

*Showcase Management
Ernie Haase & Signature Sound*

Palm Beach Atlantic University

Greg Carnes Productions

Cornerstone Festivals

*BHI Inc., Maker's Diet &
Perfect Weight America*

BB Kings – New York City

Spring Arbor University

Awakening Events

Montreat College

Greenville College - Agape Festival

iTickets Box Office Solution

MARKETING DATA: All data we capture in the process of serving your clients is available to you (excluding credit card information) to be added to your database — a great way to stay in touch with your audience for future events.

DIRECT DEPOSIT OF SALES: If your organization has a merchant account and internet gateway, we can direct all ticket sales to your banking account. This can be an important cash flow consideration. This may take up to a week to put in place.

SUPPORT: On call support is available 24/7.

ORDER FULFILLMENT: Tickets are mailed to customers via first-class mail. Tickets for all orders received within ten days prior to the event will be made available on the date of the event at Will Call by the promoter. A Will Call list will be emailed or faxed to the promoter prior to the show.

REPORTING: Once we have sold the first ticket for your event, you will receive daily email updates. Promoters also have access to view ticket sales and orders online at iTickets.com.

SETTLEMENT: Ticket sales revenue is mailed via first class US Mail 3 days after the event. Other methods of transmitting funds can be considered, such as FedEx and wire transfers.

Please contact: Margaret Fry
800-521-0290 • 614-410-4140
margaret@christianhappenings.com

iTickets Testimonies

"We utilized the services of iTickets for a series of 10 ticketed events with radio/tv host Sean Hannity during the promotion of his new book. Their attention to detail is precise, and their response to client needs is quite impressive. We were exceedingly pleased with their services and plan to use them again on future tours." Duane Ward, Premier Speakers Bureau

"We have been very satisfied with the results of 'online' ticket sales since the inception of iTickets. I have been amazed at how many sales we have had for the concerts we have promoted and especially the sales we have experienced for Atlanta Fest. It has been a welcome addition to our marketing of our events." Chuck Tilley, Atlanta Fest

"We've worked with iTickets for quite some time, but prior to that we ran our own box office. When we audited our own box office and compared it to what iTickets offered we understood what a great deal this was. They accommodated many of our specific needs for ticketing. We look forward to working with iTickets and Christian Happenings for many years to come." Roy Morgan, Premier Productions

"We decided to work with iTickets and our presale orders have been double of any previous year. Thanks iTickets. You were the right choice. A thousand thanks." John Herrin, Cornerstone Festival

"I have worked with Christian Happenings since 1989, used their ticketing service since 1993, and gladly enjoyed the benefits of iTickets since 1998. Need I say more?" Mike Clark, New Covenant Productions

"When you're working with a company that you are entrusting with hundreds of thousands of dollars, you like to know you're making the right decision. I have worked with iTickets and Christian Happenings for a long time... and I'm sure I made the right decision." Mike Scanland, Concert Services & Sonshine Festival

"KSFO Radio came to work with Christian Happenings & iTickets through the high recommendation of a business associate, and we were not disappointed. They delivered what they promised and more. Every person we contacted through the course of our event ticket sales was pro active and customer friendly. The 800 number and online ticket sales opportunities that iTickets offered helped us sellout a 3000 seat venue. When KSFO Radio plans another ticketed event, I will work with Christian Happenings & iTickets." Greg Raab, KSFO-AM Radio, San Francisco, CA

