

GENERAL COUNCIL GUIDEBOOK



ASSEMBLIES OF GOD

# 53rd GENERAL COUNCIL



AUGUST 3-7, 2009 • ORLANDO, FLORIDA

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# PRINT MEDIA

## *The Council Today*

*The Council Today* is your opportunity to reach pastors, missionaries, lay leaders and their families with your marketing message. Whether your goal is to build awareness of a new ministry, product or service, or promote an existing one, *The Council Today* can help you reach those goals. *The Council Today* is published each day of the convention and distributed free of charge to those attending.

This year's newspaper will offer 48 full-color pages printed on 35 pound, Hi-Brite paper. *The Council Today* format will include useful on-site information including maps, charts, restaurant/shopping locations and hours, and take-home resources like Web site addresses and contact information. As an advertiser, you will receive quality, high contrast ads and a free listing in our Advertiser's Web Site Index in each issue that you place an ad.

The Office of Public Relations is working with personnel at the Orange County Convention Center to ensure the widest possible distribution of the newspaper, free of charge, to Assemblies of God leadership, delegates and their families.

## Council Today Ad Submissions

Materials must be submitted in a digital format as a Macintosh file or flattened TIF file. Microsoft Publisher files cannot be accepted. Please be sure to include all fonts used in the ad. Ads that include PC fonts must be submitted as flattened TIF files. Please provide high-resolution images in place at 266 DPI.

Large digital files may be compressed to accelerate transmission via e-mail or to reduce the file size to fit the limited capacity of a disk or other media. All compressed files must be self-extracting or capable of being decompressed by Stuffit. Do not print small type or rules in four-color (including four-color black) or reverse small type out of a four-color background.

### Material can be submitted in the following ways:

Via Mail or Shipping Service: Removable media supported formats are CDs or DVDs. Materials should be sent to:  
The General Council of the Assemblies of God  
OPR/The Council Today Ads  
1445 North Boonville Avenue  
Springfield, MO 65802-1894

Via E-mail: Digital ads smaller than 5MB in size can be sent to [ksurface@ag.org](mailto:ksurface@ag.org). All associated files for these ads must be "stuffed" and archived into a single file. The body of the e-mail should include the advertiser's name and contact information, as well as the size of the ad. All transmitted ads should be verified by including a PDF proof or fax as transfer errors can, in certain cases, corrupt files.

Via FTP site: Larger ads may be submitted via our FTP site at <http://uploads.ag.org/>. From the site, e-mail the ad to [ksurface@ag.org](mailto:ksurface@ag.org).

### Publishing Dates

Tuesday, August 4 —  
Friday, August 7, 2009

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Print Ad Contract](#)

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# PRINT MEDIA

## The Council Today Ad Rates

### Ad Rates Per Insertion

#### Size

\*\*Double Truck Center Spread (Color)  
 Color Full Page  
 Color Half Page  
 Color Quarter Page (Tall, Wide, Med)

#### Price before

#### May 22

\$2035  
 \$1095  
 \$610  
 \$350

#### After

#### May 22

\$2,310  
 \$1,245  
 \$695  
 \$395

### Ad Dimensions

Double Truck Center Spread  
 Full Page  
 Half Page - Horizontal  
 Quarter Page - Tall  
 Quarter Page - Wide  
 Quarter Page - Medium

#### Size

21.75" x 16.1875"  
 10.375" x 16.1875"  
 10.375" x 8.0385"  
 5.1042" x 8.0385"  
 10.375" x 3.9547"  
 7.7396" x 5.3013"



## Important Deadlines

Space reservation deadline	May 1, 2009
Early ad submission deadline	May 22, 2009
Ad materials must be received by	June 1, 2009
Payment due	June 1, 2009

[Click Here to View Terms and Conditions](#)

[Click Here to View Print Ad Contract](#)

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# ONLINE MEDIA

## General Council Web site Information

The General Council Web site is one of our most heavily trafficked Web sites that we produce. In the weeks and months leading up to the event, it draws a significant number of visitors and that number grows dramatically during the actual event.

Some of the elements that we make available through this site are:

- Media Resources including Live Broadcasts
- *The Council Today* News (Online Version)
- Press Release Information
- Complete Council Schedule

## Why should I advertise?

The General Council is the biennial business meeting of the U.S. Assemblies of God, which has nearly 3 million members and adherents. The Assemblies of God is the largest Pentecostal group in the world with over 60 million members. General Council brings in over 30,000 church delegates and visitors, including Pastors, Christian Education directors, student and music ministers, Sunday School workers, evangelists, missionaries, church growth specialists, family members and others. Members come together to conduct important church business, elect top church officials, and take part in other activities of the church during the day, and then participate in the power-packed services during the evening.

## How will the ads work?

**Rotating Banner Ad** – One banner ad bay will display across the top of all of the General Council Web site pages except for the homepage. There will be two ad spaces available in the ad bay which will randomly rotate every time the page is refreshed.

**Rotating Sidebar Ads** – Four ad bays will run down the right sidebar with two ads randomly rotating in each ad bay every time the page is refreshed. The bays are numbered and priced according to viewing prominence on the page. For example, ad bay one appears as the top spot followed by bay two, three and four with prices reflecting this (see sample to the right).

**Pre-Roll Ads** – The Pre-Roll Ad is a 15-second video ad which is displayed to users while they are waiting for the Live Streaming Feed to start. This is one of our most engaging mediums as it's placement is exactly where our users are paying attention. You can choose from eight different Live Streaming Feeds that are being offered during the General Council event. Both our Business Sessions and Evening Services are high-traffic events that will provide you with a very cost effective solution.



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# ONLINE MEDIA

## How do I purchase an ad?

You can reserve your ad space by marking the appropriate line on the reservation contract. Be sure to specify which month(s) and/or day(s) you would like the ad to run. Space is reserved on a first-come, first-served basis. Payment of invoice must be received prior to the ad appearing on the General Council Web site.

**All payments and materials must be submitted by July 1, 2009.**

[Click Here to View Terms and Conditions](#)



## How do I submit an ad?

### Via FTP Site

Larger ads may be submitted via our FTP site at <http://uploads.ag.org>. From the site, e-mail the ad to [Tlaffoon@ag.org](mailto:Tlaffoon@ag.org).

### Via E-mail

Digital ads smaller than 5MB in size can be sent to [tlaffoon@ag.org](mailto:tlaffoon@ag.org). All associated files for these ads must be "stuffed" and archived into a single file. The body of the e-mail should include the advertiser's name and contact information, as well as the size of the ad. All transmitted ads should be verified by including a PDF proof or fax as transfer errors can, in certain cases, corrupt files.

### Via Mail or Shipping Service

The General Council of the Assemblies of God  
OPR/General Council Online Advertising  
1445 North Boonville Avenue  
Springfield, MO 65802-1894

## Ad specifications

You are responsible for designing the ad according to the specifications below.

### Banner ads submitted must be:

468 x 60 pixels • 30 kilobyte limit  
Please provide images at 72 DPI in one of the following formats: JPG, PNG, SWF or GIF Files

### Sidebar ads submitted must be:

180 x 150 pixels • 15 kilobyte limit  
Please provide images at 72 DPI in one of the following formats: JPG, PNG, SWF or GIF Files

### Pre-Roll ads submitted must be:

480 x 360 pixel size in one of the following formats: MPG, MOV, WMV, FLV

[Click Here to View Ad Rates](#)

[Click Here to View Online Ad Contract](#)



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# ONLINE MEDIA

## Pre-Council Online Advertising Opportunities (Monthly Rates)

Type and size of ad	Fine Arts Page	Kids Council Page	Ticket Events Page	Speakers Page	Housing Page	Registration Page
Rotating Banner Ad 468 x 60 (2 ads in rotation)	\$300	\$300	\$300	\$300	\$300	\$300
Rotating Sidebar Ad Position #1, 125 x 125 (2 ads in rotation)	\$150	\$150	\$150	N/A	N/A	N/A
Rotating Sidebar Ad Position #2, 125 x 125 (2 ads in rotation)	\$125	\$125	\$125	N/A	N/A	N/A
Rotating Sidebar Ad Position #3, 125 x 125 (2 ads in rotation)	\$100	\$100	\$100	N/A	N/A	N/A
Rotating Sidebar Ad Position #4, 125 x 125 (2 ads in Rotation)	\$75	\$75	\$75	N/A	N/A	N/A

## Additional Options During General Council (Daily Rates)

Type and size of ad	Council Today Pages	AGTV Page	Live Streaming Page
Rotating Banner Ad 468 x 60 (3 ads in rotation)	\$300	\$500 (120 x 240 Size)	\$1,000** (Exclusive, Limit 2 per customer)
Rotating Sidebar Ad Position #1, 125 x 125 (2 ads in rotation)	\$150	N/A	\$300 (Exclusive, Limit 2 per customer)
Rotating Sidebar Ad Position #2, 125 x 125 (2 ads in rotation)	\$125	N/A	\$250 (Exclusive, Limit 2 per customer)
Rotating Sidebar Ad Position #3, 125 x 125 (2 ads in rotation)	\$100	N/A	\$200 (Exclusive, Limit 2 per customer)
Rotating Sidebar Ad Position #4, 125 x 125 (2 ads in rotation)	\$75	N/A	\$150 (Exclusive, Limit 2 per customer)
15-second Pre-Roll on Live Feed Business session pre-roll ads: Wed. a.m. & p.m., Thurs. p.m. Evening service pre-roll ads: Mon., Tues., Wed., Thurs., Fri.	N/A	N/A	\$1,000 Per Session** (Exclusive, Limit 2 per customer)

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# SPONSORSHIPS

The following sponsorship opportunities are being provided by our Convention Services Group.

## Digital Media Options

Place your ad on monitors throughout the following venues:

**Buses** -- slides will run on a continuous loop on video screens

**The exhibit hall** -- Video will run in the town square all week long

**Fine Arts Festival results monitors** -- 30 second video will run all week on monitors in the exhibit hall

**Pre-Service advertising** opportunities are all available

**Elevators at the two Rosen properties** -- Reach a captive audience on Televators' 15" flat screens.

Ads will appear in all 16 elevators simultaneously 24/7.

[Click here for pricing and system specifications](#)

## Print Media Options

Put your logo or ad in one of the following places:

**Banners** outside of the OCCC to signify Business, Registration, Exhibits and the Main Service

**Bus Clings** -- place your logo on the shuttle buses for all to see

**GC Voting Binder** -- sponsor a tab in the Voting notebook given to all of the voting attendees

**GC Pocket Program** -- place an ad in the Pocket Program handed to every attendee upon registering

**Leadership Conference Notebook** -- place an ad in the notebook every attendee will receive

**On Course Special Edition** -- Show your support of the Youth Program by placing an ad in this program

## Misc. Opportunities

Other sponsorship opportunities include:

**Lanyards** -- put your logo on the lanyard that will be given to every attendee from children to adults

**Hotel Key cards** -- Get your logo in the hands of each person with a hotel key. This will not only be used as a key to each hotel room, but as a ticket for our shuttle buses

**Events** -- sponsor an event ad

**FAFT-shirts** -- reserve your spot on the t-shirts worn by the thousands of Fine Arts participants

**Volunteer T-shirts** -- place your logo on t-shirts worn by hundreds of volunteers at Fine Arts events

**Category** -- sponsor the Fine Arts Categories of your choice

## Additional Information

Sponsorships will not be reserved over the phone or without payment

Size and placement of graphics on t-shirts is at the discretion of NYM

[Click here to view the Sponsorship Prices and Specifications](#)

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# SPONSORSHIPS

## Price List and Specifications

Digital Media Options	Price
Bus Monitors	\$500 per ad/ video
Exhibit Hall Monitors	\$500 per ad/ video
Elevators at 2 Rosen Properties	Region 1: \$6,000 Region 2: \$3,400 Region 3 \$2,000
FAF Results Monitors (video)	\$500 per video
FAF Results Monitors (slides)	\$350
Pre-selling Advertising	\$350

Misc. Opportunities	Price
Lanyards	\$1,500 per 1,000 \$5,000 per 5,000
Hotel/ Shuttle Passes	\$1,100 per 1,000 \$5,000 per 5,000 \$7,500 per 10,000 \$12,500 per 20,000 \$15,000 per 30,000
FAF T-Shirts	\$12,000
Volunteer T-Shirts	\$5,000
AIM Outreach/ Meda Sports Camp T-shirts	\$2,000
FAF Category	Prices will vary, Minimum of \$1,000

Print Media Options	Price
Banners	\$500 per banner
Bus Clings	\$250 per cling
GC Voting Binder	\$4,000 Ad Back Cover, Color \$3,000 Inside Cover, Color \$2,000 Tab Divider Ad, Color \$500 1/2 Page Ad, B&W
GC Pocket Program	\$2,000 Back Cover, Color \$1,500 Inside Cover, Color \$1,000 Full Page Ad, B&W \$500 1/2 Page Ad, B&W
Influence Leadership Conference Notebook	\$4,000 Ad Back Cover, Color \$3,000 Inside Cover, Color \$2,000 Full Page, B&W \$1,000 1/2 Page Ad, Color
FAF Official Program	\$4,000 Inside FrontCover, Color \$1,800 Full Page Ad, Color \$950 1/2 Page Ad, Color
"On Course" Special Editon	\$3,000 Inside Front Cover, Color \$1,800 Full Page Ad, Color \$950 1/2 Page Ad, Color

### Contact Information

Lori K. Lawley, Llawley@ag.org  
 Convention Services Group  
 Tel: (417) 862-2781 ext. 4054  
 Fax: (417) 862-7891



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# CONTACTS

## Print Ad Contact

Keith Surface, [ksurface@ag.org](mailto:ksurface@ag.org)  
The Council Today Advertising/OPR  
T: (417) 862-2781 ext. 2120  
F: (417) 862-5554

## Sponsorship Contact

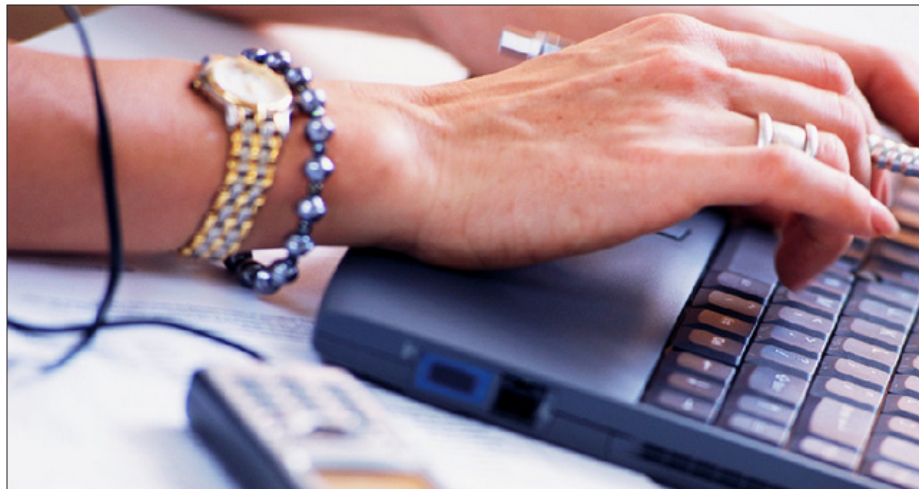
Lori K. Lawley, [Llawley@ag.org](mailto:Llawley@ag.org)  
Convention Services Group  
Tel: (417) 862-2781 ext. 4054  
Fax: (417) 862-7891

## Online Ad Contact

Tim Laffoon, [tlaffoon@ag.org](mailto:tlaffoon@ag.org)  
General Council Online Advertising/ OPR  
T: (417) 862-2781 ext. 2118  
F: (417) 862-5554

## General Inquiry Contact

Office of Public Relations (OPR)  
[opr@ag.org](mailto:opr@ag.org)  
T: (417) 862-2781 ext. 2118  
F: (417) 862-5554



## Terms and Conditions

To reserve space in *The Council Today* and/or the General Council Web site, a signed contract must be received by the publisher. Space is reserved on a first-come, first-served basis. Payment of invoice must be received prior to publication. Advertisers in *The Council Today* are limited to two of the same prime spots during the four-day convention. The publisher reserves the right, at any time and for any reason, to decline any advertising as well as make editorial changes if needed. All advertisements are accepted for publication entirely upon the representation that the advertiser is properly authorized to publish the entire contents and subject matter thereof. By signing a reservation contract for *The Council Today*, the advertiser agrees that no cancellation of ad space can be accepted after April 20, 2009. By signing a reservation contract for the General Council Web site, the advertiser agrees that no cancellation of ad space can be accepted during the term of the contract. It is also understood that, in consideration of the publication of advertising, the advertiser will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever arising directly or indirectly from the publication of any advertisement.

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# THE COUNCIL TODAY

Your daily guide to the 53rd General Council

August 4-7, 2009 • Orlando, Florida

## Reservation Contract Today's date \_\_\_\_\_

### Check Space Request

Please check the box(es) for the space(s) you are requesting.

Size	Tues., August 4	Wed., August 5	Thurs., August 6	Fri., August 7
Double Truck \$2,035*	N/A**	N/A**	N/A	<input type="checkbox"/>
Color Full Page: \$1,095*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color Half Page: \$610*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color Quarter Page: \$350*	<input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> M	<input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> M	<input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> M	<input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> M

(IF= Inside Front, IB= Inside Back, BC= Back Cover, T= Tall, W= Wide, M= Medium)

\*Prices based on early submission rates -- May 15 deadline.

\*\*Space reserved for GC09 scheduled event promotion.

### Complete Advertiser Information

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Contact name: \_\_\_\_\_

Signature: \_\_\_\_\_

### Mail or Fax your request to:

Office of Public Relations  
Attn: The Council Today Advertising  
The General Council of the Assemblies of God  
1445 N. Boonville Ave.  
Springfield, MO 65802-1894

Fax to:  
Attn: The Council Today Advertising  
The General Council of the Assemblies of God  
(417) 862-5554

### Important Deadlines

**Space reservation deadline:**

May 1, 2009

**Early ad submission deadline:**

May 22, 2009

**Ad materials must be received by:**

June 1, 2009

**Payment due:**

June 1, 2009

### Terms and Conditions:

To reserve space in The Council Today, a signed contract must be received by the publisher. Space is reserved on a first-come, first-served basis. Payment of invoice must be received prior to publication. Advertisers are limited to two of the same prime spots during the four-day convention.

The publisher reserves the right, at any time and for any reason, to decline any advertising as well as make editorial changes if needed.

All advertisements are accepted for publication entirely upon the representation that the advertiser is properly authorized to publish the entire contents and subject matter thereof.

By signing a reservation contract, the advertiser agrees that no cancellation of ad space can be accepted after April 20, 2009. It is also understood that, in consideration of the publication of advertising, the advertiser will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever arising directly or indirectly from the publication of any advertisement.

### For Office Use Only

Request Received: \_\_\_\_\_

Request Positioned: \_\_\_\_\_

Invoiced: \_\_\_\_\_

Materials Received: \_\_\_\_\_

Payment Received: \_\_\_\_\_

# ONLINE AD CONTRACT

## Complete advertiser information

Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Contact name: \_\_\_\_\_  
 Signature: \_\_\_\_\_

## Mail or Fax your request to:

Tim Laffoon  
 Office of Public Relations  
 General Council Online Advertising  
 1445 N. Boonville Ave.  
 Springfield, MO 65802-1894  
 (417) 862-5554

## PRE- COUNCIL

Please check the box(es) for the space(s) you are requesting. **Rates and Term Length of items in this this Section are for one Month.** If you want to purchase multiple months, please check the appropriate boxes below for those months.

Type and Size of Ad	Fine Arts Page	Kids Council Page	Ticket Events Page	Speakers Page	Housing Page	Registration Page
<b>Rotating Banner Ad</b> 468 x 60 (3 ads in rotation)	<input type="checkbox"/> \$300*	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300**
<b>Rotating Side Bar Ad</b> Position #1 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150	N/A	N/A	N/A
<b>Rotating Side Bar Ad</b> Position #2 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	N/A	N/A	N/A
<b>Rotating Side Bar Ad</b> Position #3 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	N/A	N/A	N/A
<b>Rotating Side Bar Ad</b> Position #4 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	N/A	N/A	N/A

May  June  July

\* N/A in July

\*\*N/A in May & June

# DURING GENERAL COUNCIL Check Space(s) Requested

Please check the box(es) for the space(s) you are requesting. **Rates and Term Length of this Section are for one Day.**  
 If you want to purchase multiple days, please check the appropriate boxes below for those days.

Type and Size of Ad	Council Today Pages	AGTV Page	Select Day(s)				
<b>Rotating Side Bar Ad</b> Position #1 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$150	N/A	<input type="checkbox"/> Tues	<input type="checkbox"/> Wed	N/A Thurs	<input type="checkbox"/> Fri	<input type="checkbox"/> Sat
<b>Rotating Side Bar Ad</b> Position #2 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$125	N/A	<input type="checkbox"/> Tues	<input type="checkbox"/> Wed	<input type="checkbox"/> Thurs	<input type="checkbox"/> Fri	<input type="checkbox"/> Sat
<b>Rotating Side Bar Ad</b> Position #3 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$100	N/A	<input type="checkbox"/> Tues	<input type="checkbox"/> Wed	<input type="checkbox"/> Thurs	<input type="checkbox"/> Fri	<input type="checkbox"/> Sat
<b>Rotating Side Bar Ad</b> Position #4 125 x 125 (2 ads in rotation)	<input type="checkbox"/> \$75	N/A	<input type="checkbox"/> Tues	<input type="checkbox"/> Wed	<input type="checkbox"/> Thurs	<input type="checkbox"/> Fri	<input type="checkbox"/> Sat
<b>Rotating Banner Ad</b> 468 x 60 (3 ads in rotation)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$500	<input type="checkbox"/> Tues	<input type="checkbox"/> Wed	<input type="checkbox"/> Thurs	<input type="checkbox"/> Fri	<input type="checkbox"/> Sat

<b>Live Streaming Page</b>		Please check the box(es) for the session(s) you are requesting. For sidebar ads, indicate both position and session(s) requested for purchase.	
<b>Side Bar Ad</b> 125 x 125  Exclusive, Limit 2 per customer	Position 1 (\$300) <input type="checkbox"/>	Business Wed a.m. <input type="checkbox"/>	Evening Tues <input type="checkbox"/>
	Position 2 (\$250) <input type="checkbox"/>	Business Wed p.m. <input type="checkbox"/>	Evening Wed <input type="checkbox"/>
	Position 3 (\$200) <input type="checkbox"/>	Business Thurs p.m. <input type="checkbox"/>	Evening Thurs <input type="checkbox"/>
	Position 4 (\$150) <input type="checkbox"/>	Evening Mon <input type="checkbox"/>	Evening Fri <input type="checkbox"/>
<b>Banner Ad</b> 468 x 60  Exclusive, Limit 2 per customer	\$1,000 Per Session **	Business Wed a.m. <input type="checkbox"/>	Evening Tues <input type="checkbox"/>
		Business Wed p.m. <input type="checkbox"/>	Evening Wed <input type="checkbox"/>
		Business Thurs p.m. <input type="checkbox"/>	Evening Thurs <input type="checkbox"/>
		Evening Mon <input type="checkbox"/>	Evening Fri <input type="checkbox"/>
<b>15 Second Pre-Roll on Live Feed</b>  Exclusive, Limit 2 per customer	\$1,000 Per Session **	Business Wed a.m. <input type="checkbox"/>	Evening Tues <input type="checkbox"/>
		Business Wed p.m. <input type="checkbox"/>	Evening Wed <input type="checkbox"/>
		Business Thurs p.m. <input type="checkbox"/>	Evening Thurs <input type="checkbox"/>
		Evening Mon <input type="checkbox"/>	Evening Fri <input type="checkbox"/>

**Materials must be submitted by July 1, 2009**