

# Marketing Plan

Embark on a journey of hope and encouragement for daily living with Max Lucado as he unpacks the timeless message of John 3:16.

If you know nothing of the Bible, start here. If you know everything in the Bible, return here. It's a twenty-six word parade of hope: beginning with God, ending with life and urging us to do the same.

*He Loves.  
He Gave.  
We Believe.  
We Live.*

## Two-Phase Marketing Campaign

- Initial launch
- Easter 2008

## National Television Campaign

Starts the week of September 10 for two weeks:

- Fox News—8 spots per week
- Hallmark—9 spots per week
- Oxygen—9 spots per week

27,350,000 impressions

## 3-Phase National Radio Campaign

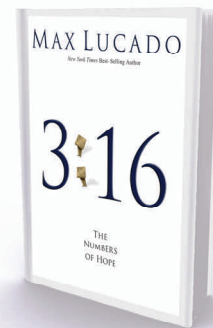
- Jones Radio Networks—impacts Country, AC, Hot AC, Oldies and Rock Classic formats and Bob Kingsley's Country Top 40, Lia, Bill Cody Classic Country Weekends and NASCAR USA radio programming. 46,056,000 impressions.
- The Marketing Group—includes "We Worship" interview series, "Direct Connection" interview series, network advertising and 125 station localized radio promotion. 9,300,000 impressions.
- Ambassador—impacts Christian radio with 9/11 broadcast event, evangelistic PSAs and book giveaways

## Print Advertising

- *Good Housekeeping*: October issue, 25,000,000 readership
- *Southwest Spirit*: September issue, 3,215,000 readership
- *American Profile*, September 9 & 16 issues, 15,939,566 circulation
- *Christianity Today*, September issue, 304,500 readership
- *Today's Christian Woman*, Sept/Oct issue, 420,000 readership
- *Leadership*, Fall & Winter issues, 187,200 impressions
- *Marriage Partnership*, Fall issue, 120,000 readership
- *Outreach*, Sept/Oct & Nov/Dec issues, 160,000 impressions

## Display Advertising

- 3:16 will appear on 2,500,000 shopping bags in the Boston, Miami and New York airports
- Billboard advertising will take place in two locations in each of the following markets: Atlanta, Chicago, Dallas, and Denver. 24,046,200 impressions.



## Trade Advertising

- *Aspiring Retail*, July issue, 7,800 impressions
- *Christian Retailing*, July issue, 7,390 impressions

## Outreach / SermonCentral.com Partnership

- Outreach campaign:
  - Creation of church marketing tools, including: post-cards, invite cards, door hangers, banners, bulletin shells, PowerPoint presentations and microwebsites
  - Inclusion of marketing tools in Outreach catalog to more than 250,000 churches
- SermonCentral.com
  - 3:16 sermon series promotion on homepage: 1,000,000 impressions
  - 3:16 article sent to email database: 51,000 recipients
  - Teleconference to churches

## Online Awareness

Extensive online advertising and promotions, including banner and newsletter advertising with Outreach.com, development of ThreeSixteen.Net website with multiple "spread the message" tools, and MaxLucado.com eblasts.

## Merchandising

A merchandising kit is available that includes: endcap kit, tent cards, window clings, and ceiling hanging banner.

## Promotional Video

A promotional video is available for both retail training and consumer viewing.

## Publicity

- National pre-publication campaign with galley/press kit mailing to top mainstream and trade media, and list of industry influencers
- National finished product campaign to top 100 daily newspapers, mainstream broadcast and wire services
- Online PR campaign
- Fall and spring book signing and media tours
- Fall and spring satellite media tours
- Speak at Religious Newswriters Association Conference

Don't miss out on other 3:16 products from:



Trade Book Marketing Impressions: 155,914,656