

More Promotional Information and Tips

Thank you for choosing to host the Heralders! We understand the importance of spreading the word about this event to your community. For this reason, we are eager to introduce you to Christian Happenings and iTickets and the valuable set of promotional and supportive services that they offer.



Christian Happenings and iTickets provide a broad range of options to help promoters host events for the Christian community--effective advertising, ticketing, and various means of on-site assistance are available. Because they have been providing their clients with insight into the faith-based community since 1984, Christian Happenings and iTickets can effectively reach men, women, and youth that will be eager to take part in this event.

Christian Happenings' and iTickets' audience includes:

- 400,000 unique monthly visitors to their websites with 3,000,000 page views registered per month
- 75,000 clients that annually purchase tickets for events through the largest independent Christian ticketing service, iTickets.com
- Readers that pick up over 250,000 copies of the print magazine every other month, which is distributed in 30 of the 50 states

To help promote the Heralders in your area, a free event listing is found in *Christian Happenings* magazine and on iTickets.com. In addition, iTickets provides a full-service national box office with online, charge-by-phone, mail-in and print-at-home ticketing--at no cost to promoters.

Display and web advertising is also available, along with email blasts, direct mail inserts, fax updates and text messaging. Click here to view specific rates and more information online:

http://www.christianhappenings.com/CH_rates.html.

Because of the relationship we have with Christian Happenings and iTickets, they are offering a 10% discount on all display and web

advertising if you choose to take advantage of their services to promote The Heralders in your community. You can reach them at 1-800 521-0290.

For display ads in your community, we suggest that you call your local newspaper, television, and Christian radio stations and ask to be put on their announcements. This is usually a free service. You will probably have to fax or write them your announcement. You can also download concert advertising suggestions from our web-site www.heralders.com.

If you have any questions, please feel free to call me at 616 662-0850.

We're looking forward to having a great concert with you. God bless you and thanks again for working with The Heralders!

Hank Vander Loon