The Institute for Faith, Work & Economics™ (IFWE) is a nonprofit, 501(c)(3) Christian research organization committed to promoting biblical and economic principles that help individuals find fulfillment in their work and contribute to a free and flourishing society.

IFWE’s research starts with the belief that the Bible, as the inerrant Word of God, provides the authoritative and intellectual foundation for a proper understanding of work and economic truths that, when properly followed, can help individuals, companies, communities, and nations flourish.

By advertising to the readers of the IFWE blog, you will gain visibility among a highly educated, diverse, and engaged Christian audience.

How can such exposure advance your mission?

IFWE’s Audience

• Readership has grown exponentially since IFWE launched in 2012. In 2018, more than one million unique users visited the IFWE blog and website, and 42,000 people currently enjoy the blog via email.

• Every one of these readers has interacted with IFWE’s content through reading plans, web content, book offers, or live events.

• 56% of our readers are female, 44% are male.

• 78% of our readers are professionals between the ages of 30 and 64.

• 66% of our readers have an income above the national average.

“Hugh Whelchel and his contributors at [IFWE] offer thought-provoking analysis, commentary, and discussion on very relevant issues facing all of us in business today. Consider this the Harvard Business School blog for Christians.”

DR. JIM HARRIS
Founder, To A Higher Level, LLC
Blog Content Sponsorship Opportunities

The IFWE blog tackles a wide variety of topics on faith, work, and economics—helping Christians to understand their calling and how to live it out. The IFWE editorial team will partner with you to craft content that fits with our model and achieves your goal.

Optional blog formats include IFWE blog interviews with organizations, authors, conference directors, or others wishing to be featured.

Content Sponsorship Specifications

The model to the left demonstrates a basic layout* of a blog on our website. Each blog contains the following:

- Feature Photo
- Original Blog Title
- 700-1000 Words
- Pull Quotes
- Author Bio (with link to website)
- Author Photo

* To see a full blog page, go to tifwe.org/blog

Once posted, the blog will also appear in the following places to recieve additional web traffic:

- Homepage of IFWE's Website (3 business days)
- IFWE's Weekly Digest Email (42K subscribers)
- IFWE's Daily Blog Email (4600 subscribers)
- IFWE's Facebook Page (21k likes)
- IFWE's Twitter Account (6k followers)

Rates

Blog content sponsorship rates start at $500 per blog. Discounts may be available for bulk purchases.

Availability & Inquires

There are a limited number of content sponsorships available each year. Please contact media@tifwe.org to request the following information:

- Blog Content Guidelines
- 2019 Content Calendar
- Dates Available
Email Advertising Opportunities

The weekly blog digest goes to over 42,000 readers and is subject-line optimized for maximum open rates every weekend. It includes the three articles published the week prior, with the most popular content appearing first. Your digital ads are positioned right next to this popular content!

Ad Sizes & Rates

There are three ad positions available in each weekly blog digest. Discounts may be available for bulk purchases.

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
<td>600 px</td>
<td>90 px</td>
<td>$200</td>
</tr>
<tr>
<td>Inline</td>
<td>600 px</td>
<td>90 px</td>
<td>$125</td>
</tr>
<tr>
<td>Footer</td>
<td>600 px</td>
<td>90 px</td>
<td>$50</td>
</tr>
</tbody>
</table>

Ad Specifications

- The image must be sent as a static .jpg or .png.
- Maximum file size is 40KB.
- Also send the exact URL to which the ad should link.

Deadlines for Submission

The weekly digest is sent in batches on Saturdays and Sundays. The closing date and ad deadline is the Wednesday of the week during which you wish your ad to be included.

IFWE Ad Policy

Any advertisement placed in the IFWE Weekly Blog Digest must be consistent with the mission of IFWE. We reserve the right to reject any advertisement at any time.

To check ad availability, or to get additional information, contact media@tifwe.org.