

SIGNAL & SONG

THE MAGAZINE FOR CHURCHES & INDEPENDENT ARTISTS WHO REFUSE TO BE INVISIBLE

Advertise in a Christian magazine that *shows you its rates.*

Two audiences who are actively spending money: church leadership deciding what to buy for the sanctuary and the stream, and independent artists deciding where to put their career budget. Often the same person.

18

Advertising positions per edition

\$60

Lowest published rate

3

Editions your founding rate is locked for

4

Network channels behind every edition

WHO YOU ARE REACHING

Two audiences. Both of them mid-decision.

Signal & Song exists to answer questions our readers cannot get answered anywhere else — which means they arrive on a page already looking for a solution to something.

CHURCH LEADERSHIP

Pastors, first ladies, media ministry teams, worship leaders, administrators. The people who decide what the church buys.

Working on right now:

- Livestreaming setup, cameras, encoders, audio
- Copyright and CCLI licensing compliance
- Church management software and giving
- Websites, social, being findable in search
- Building or upgrading a media booth

INDEPENDENT ARTISTS

Unsigned and self-released musicians getting their music out legally and collecting what they are owed. They spend on their careers because nobody else will.

Working on right now:

- Copyright registration and publishing admin
- Distribution, mastering, studio time
- Entertainment attorneys and contract review
- Radio servicing and promotion
- Instruments, gear, artist development

WHAT WE WILL NOT TELL YOU

We are not going to quote you a circulation figure. This is the premiere edition, and any number we gave you would be a guess dressed up as data.

That is the same standard we hold the magazine to. Every statistic in Edition 1 is attributed to a named source with its sample size and field date. Vendor-produced figures are labelled as such. Where a genuine data gap exists we say so rather than filling it — we even declined to print the year's most-shared church attendance statistic because the research behind it had been withdrawn.

A magazine that refuses to print an unverified number is the one publication you can believe when it says it does not have your number yet.

WHAT YOU ARE BUYING INSTEAD OF REACH

CATEGORY EXCLUSIVITY

One church AV integrator per edition. One entertainment attorney. One distributor. A large publication cannot offer this because it sells to everyone.

A REPORT AFTER THE ISSUE

Every advertiser receives a written performance report when the edition closes. We could not find one competitor offering this.

RATE LOCKED FOR THREE EDITIONS

Book the premiere and your rate holds for your first three editions, however the readership grows. Founding advertisers are credited in every future masthead.

A HUMAN WHO ANSWERS

You deal directly with the publisher. Artwork adjusted, position moved, questions answered. No ticket queue.

RATE CARD — PUBLISHED IN FULL

Premiere edition founding rates

Book the premiere issue and your rate does not move for your first three editions.

POSITION	DIMENSIONS	RATE
Premiere Anchor Sponsor Back cover + inside front cover + directory listing + on-air mention on MBSGGTV. One per edition.	Multi-position	\$1,200
Sponsored Feature Full-page advertorial written by our team, clearly labelled. You approve before it runs.	Full page	\$850
Back Cover Seen by every reader, including those who never open the issue. One advertiser per edition.	1080 × 1920 px	\$600
Inside Front Cover First page after the cover. Never scrolled past.	1080 × 1920 px	\$450
Inside Back Cover Last full page before the close, beside the media kit.	1080 × 1920 px	\$400
Full Page — run of book Six positions. Choose your section — see placement overleaf.	1080 × 1920 px	\$300
Spotlight Sponsorship “Presented by” at the top of the Artist or Church Spotlight. Two available, one each. No competing ads on the page.	Logo + one line	\$250
Half Page Four positions, two per page.	1080 × 940 px	\$175
Quarter Page Placed inside an article, in the reading flow.	1080 × 480 px	\$140
Half Banner In-article placement. Cheapest way to sit beside a feature.	1080 × 340 px	\$95
Directory Listing Forty words on the <i>Businesses That Support Signal & Song</i> page — the page readers save. Six available.	40 words	\$60

MULTI-EDITION DISCOUNTS

3 editions –10% · 6 editions –18% · 12 editions –25%. Applied on top of your locked founding rate.

NO ARTWORK? WE MAKE IT.

Full page **\$150**, half page and smaller **\$95**. You own the finished files and can use them anywhere.

MINISTRY & NONPROFIT RATES

Available on request. Tell us you are a 501(c)(3) and we will quote accordingly.

PAY BY CARD

Directory listings, banners, quarter and half pages and spotlight sponsorships can be paid online instantly. Larger positions are enquiry-first, because several are exclusive.

PLACEMENT

Buy the page, not just the size.

A display ad next to unrelated content is a billboard. An ad next to the article that just convinced someone they have a problem is a solution.

Audio, video & lighting installers Pages 10–11 · Streaming feature	Beside our feature proving livestreaming does not cannibalise attendance. Readers finish it having decided to stream properly — and needing someone to install it.
Licensing services & attorneys Pages 13–15 · Cover story	Our cover story shows most streaming churches are unlicensed and explains the exposure. It ends with a compliance checklist. The highest-intent page in the magazine.
Church management & giving software Pages 17–18 · Centre spread	Beside our argument for owned channels over rented social. The reader has just concluded they need to own their audience.
Anyone wanting a page to themselves Pages 19 & 32 · Spotlight sponsorships	One sponsor, one page, no competing ads — and these are the two pages readers share most, because they are about a real person.
Distributors, PROs & rights admin Pages 22–23 · Royalties feature	Where we explain the three organisations collecting three different royalties. Readers arrive not knowing two of them exist and leave ready to sign up.
Entertainment attorneys Pages 25–26 · Copyright & splits	Our splits and work-for-hire feature ends by telling artists to put the clause in front of a lawyer before signing. You are the next step in that sentence.
Studios, mastering & radio promotion Page 29 · Radio-Ready	A practical guide to what a music director actually needs. Readers finish it with a shopping list.
Instrument & gear retailers Run of book · Artist section	Twelve consecutive pages read by working independent musicians who buy their own equipment.

WHAT WE WILL NOT RUN

Signal & Song declines advertising from pay-for-placement playlist services, guaranteed-stream services, “we will make you famous” development schemes, and anything requiring an artist to pay an upfront fee to be considered for a placement or a record deal.

We devote a page of the magazine to warning artists about those operators. It would be strange to take their money on the next page. We say it here rather than burying it in terms and conditions, because if we will turn away revenue to protect our readers, you can work out how we will treat you.

EDITORIAL CALENDAR

What’s coming, so you can plan.

Most publications will not show you this. If a future edition suits you better than this one, book that one.

EDITION	CHURCH SECTION	ARTIST SECTION
Premiere Fall 2026 · Out now	Copyright and streaming. Livestream vs. attendance. Rented land vs. owned land.	Three royalties. Registration and splits. The 13.1-cent correction. Radio. AI.
Edition Two Winter 2026–27	The AI policy your church does not have — 64% say they need one, 5% have written one. With a model policy.	Sync licensing, and why owning both copyrights makes you a one-stop clearance.
Edition Three Spring 2027	The young men came back — Gallup and Barna read honestly, including the part headlines omit.	The 35-year clawback: termination rights and why “work made for hire” matters decades later.
Edition Four Summer 2027	Nine percent of churches hold half the people. What a congregation of eighty does about it.	Radio revisited — gospel chart strategy with a year of spin data behind it.

Planned, not promised. Editorial changes when the story changes. If a lead feature moves we tell every advertiser booked into that edition before press, and you can move with it or take a refund.

SPECIFICATIONS

ARTWORK - JPG or PNG at the stated pixel dimensions, RGB - PDF accepted for print-derived creative — we convert - Supply at 2× where possible; read on phones and large displays - Keep essential text and logos 60 px inside every edge - Send one destination URL with your file	DEADLINES Space reservation: 21 days before publication Finished creative: 14 days before publication - Payment due before publication - Cancel more than 14 days out for a full refund
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SIGNAL & SONG

Tell us who you are trying to reach.

We will recommend a position rather than sell you the most expensive one. Nothing about getting in touch commits you to anything.

Book a position

ads@signalandsong.com

signalandsong.com/advertise

Full rate card, placement guide, editorial calendar and an enquiry form — all published, nothing gated.

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