



2024
Advertising Kit

GOSPEL **ebooks** 

About Us

Who We Are and What We Do

Gospel eBooks (est. 2010) was the first website to provide alerts for free and discounted Christian e-books. We keep track of which titles are on sale and then post a fresh list of deals every morning. We are here to save our followers time and money by pointing them to e-books that they actually want to read, at a fraction of the cost.



Jefferson Bethke

“As an avid reader, Gospel eBooks is a dream come true.”

- *Author of the New York Times Bestseller “Jesus > Religion”*



Tim Challies

“If you own a Kindle...it’s pretty much a must-read site.”

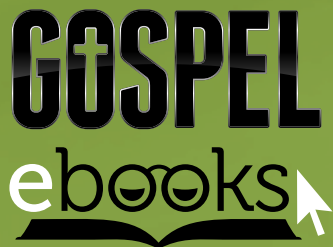
- *Author of “The Next Story” and blogger at Challies.com*



Jeff Goins

“It’s my go-to resource for high-quality, affordable Kindle books.”

- *Author of “The Art of Work” and blogger at Goinswriter.com*



Key Statistics

Website & Social Media



60,000+

Monthly
Pageviews



13,000+

Monthly
Unique Visitors



68%

of visits are from the
United States



12,400+

Twitter
Followers



12,800+

Facebook
Followers



7300+

E-Mail
Subscribers

Note:

Our e-mails have an average open rate of **40%** (compared to *Religion* average of 30.6%) and an average click rate of **18%** (compared to *Religion* average of 3.04%).

Stat source: Mailchimp

Advertise

Why Gospel Ebooks?

When people visit our site, they do so primarily for one reason: to buy Christian e-Books. Through our advertising options, we can help **showcase your book** to our large following of Christian readers. We can also get your book in front of the right people to help expand your platform. When your book is on our site, it's seen by people of influence such as published authors, top bloggers, and Christian publishing executives. When we post book deals, they are often re-shared and listed on other blogs and websites, producing a 'snowball effect'. You've spent a lot of time and effort writing your book; we want to make sure it gets into the hands of as many readers as possible.

If you're looking to promote **something other than a book** we would love to help share your message, ministry, or product. We have an exclusively Christian audience who: 1) purchases Christian products online; 2) enjoys reading and studying; 3) embraces new technology; and 4) likes saving money by taking advantage of great promotions. Let us help you share your message!

[Explore our Packages](#)



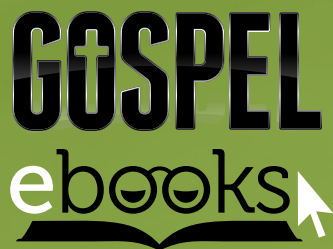
**A La Carte
Ad Options**
Pages 5-6



**E-Book
Ad Packages**
Page 7



**Standard
Ad Packages**
Page 8



À La Carte Advertising

1. E-Book Listing \$50

Our most popular package is our e-book listing service which provides the most exposure for the lowest cost. Your e-book will be featured in our daily deals e-mail, appear on our homepage on the day it is listed, and it will be available on our site for three months.

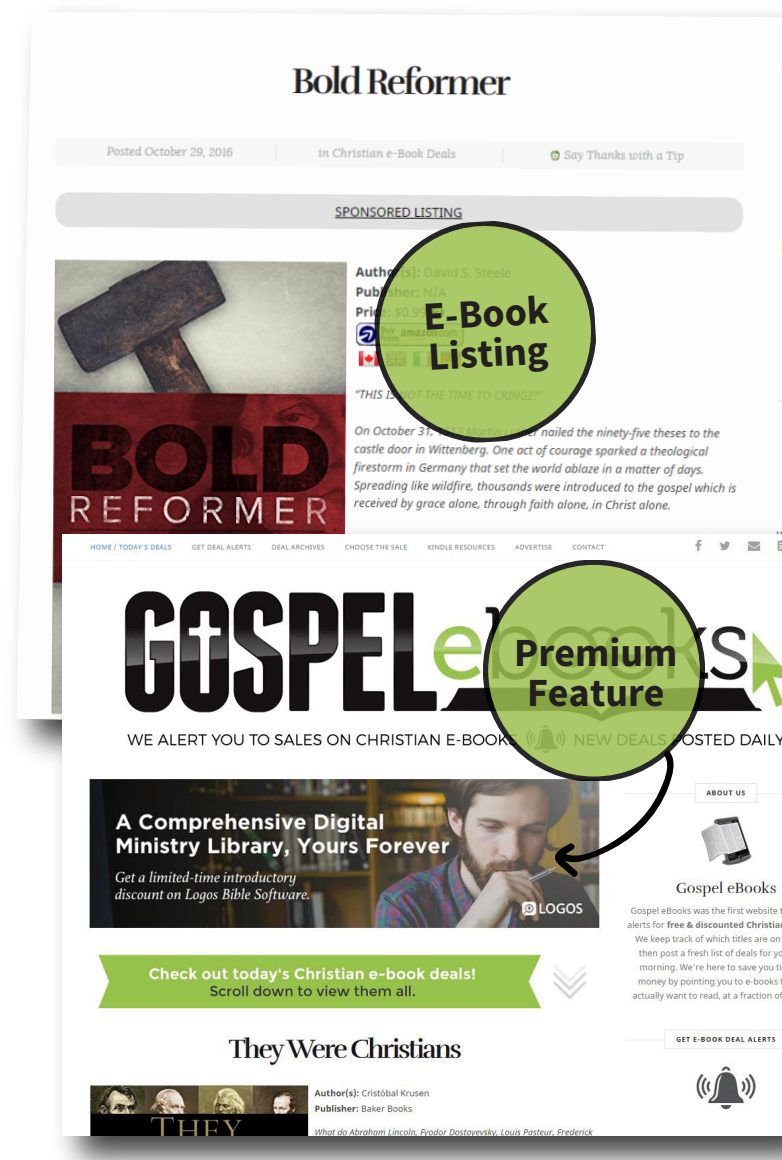
2. Social Media Blast \$50

Advertise your message or product to our social media followers. You can either craft your own ad or you can use one of our templates. We'll then post it on our Twitter and Facebook pages.

3. Premium Feature \$40 per day \$100 for 3 days \$200 for 7 days

Advertise your e-book or product in the most visible place on our website. This spot displays right below our header logo on our homepage as well as the daily deals page. Not only is it seen above-the-fold on both desktop and mobile, but it is also completely immune to ad-blockers. This makes it perform exponentially better than standard banner ads.

You may provide your own 1512x500px design or if you are advertising an e-book you can request our standard template which requires no graphic design on your part.



4. E-Mail Blast

\$199

Our e-mail blast is the best way to promote your e-book! We'll send out an e-mail to our 8,000+ subscribers on the day you choose that will ONLY promote your book. We'll use our attractive e-mail template, so you don't have to worry about designing or coding.

5. E-Mail Takeover

\$349

Take over our e-mail list by sending out your message to our 8,000+ subscribers. You provide us with the content and we'll send it out on the day you choose. Your e-mail will be sent separately from our daily deals which means there won't be any competing content to distract our readers from your message.



E-Book Listing

Highlights your e-book in our daily deals e-mail.

\$50



What You Provide

Nothing. All information is pulled from Amazon.



Elements

Includes: book title, author name, cover, price, & partial book description.



Customization

No customization.



E-Mail Blast

Features your e-book by itself in a standalone e-mail.

\$199



What You Provide

Nothing required. You may choose to provide an author bio and photo.



Elements

Everything in "E-Book Listing." Also includes author bio and photo plus full book description



Customization

Choose which elements to include in your e-mail. Subject line not customizable.



E-Mail Takeover

Features your e-book (and/or anything else) in a standalone e-mail.

\$349



What You Provide

You provide the HTML code of your fully designed e-mail.



Elements

Anything you choose.

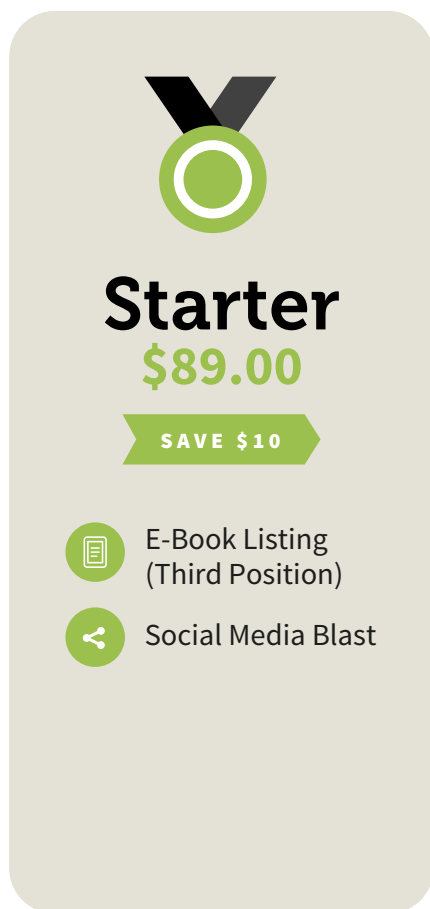


Customization

E-Mail fully customizable including the subject line.

E-Book Ad Packages

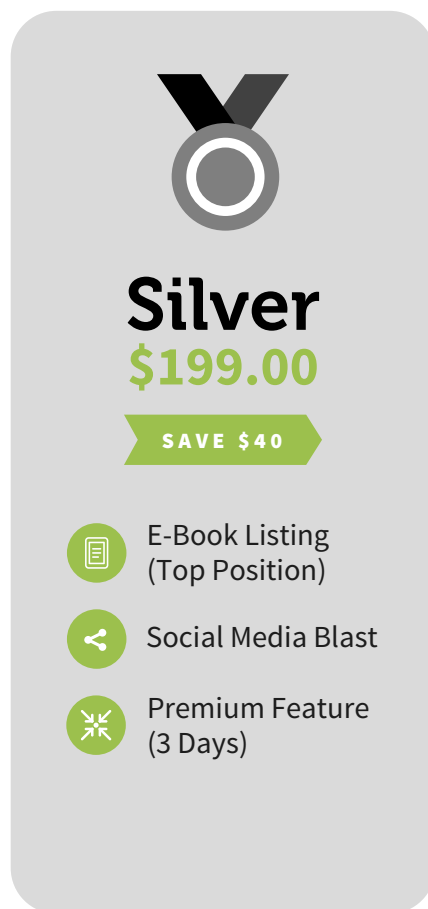
These packages have been designed to effectively **promote your e-book deals**. If you'd like to advertise a full priced title (above \$5) or something other than an e-book, please see our standard packages on the following page.



Starter
\$89.00

SAVE \$10

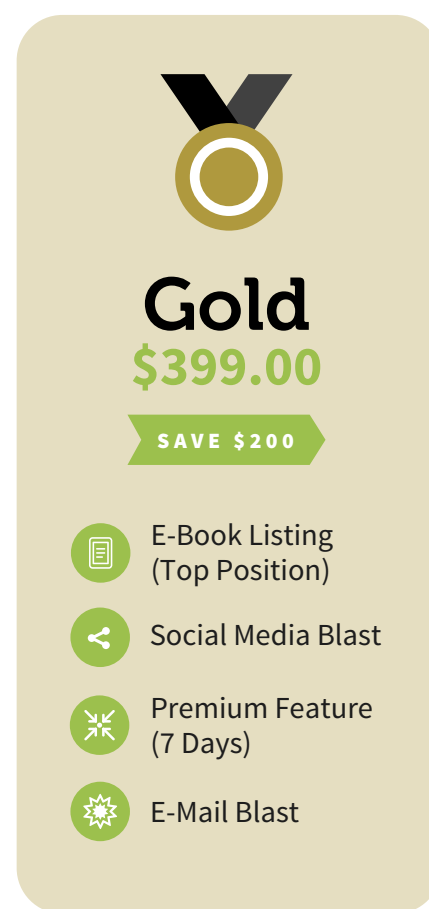
- E-Book Listing (Third Position)
- Social Media Blast



Silver
\$199.00

SAVE \$40

- E-Book Listing (Top Position)
- Social Media Blast
- Premium Feature (3 Days)



Gold
\$399.00

SAVE \$200

- E-Book Listing (Top Position)
- Social Media Blast
- Premium Feature (7 Days)
- E-Mail Blast

Standard Ad Packages

These packages have been designed to **promote a regular priced e-book (above \$5), paper book, ministry, or product.** If you'd like to advertise a discounted e-book, please see our packages on the previous page.



Starter

\$149.00

SAVE \$20



Social Media Blast



Premium Feature
(3 Days)



Gold

\$549.00

SAVE \$130



Social Media Blast



Premium Feature
(7 Days)



E-Mail Takeover

For a description of each of these items please refer to pages 5-6.

Endorsements

Recommendations from the Christian publishing industry

“Gospel eBooks has been a key partner for us as we've continued to grow our eBook business over the past few years. Their commitment to excellence and passion for the Gospel has helped us connect our life-changing content with readers around the world.”

Nick Gilbert

(Former) Digital Sales Director, David C. Cook

“Gospel eBooks has been a wonderful partner to New Leaf Publishing Group over the last couple of years. They have been a great marketing tool for promoting our digital books through their online presence, eblasts, and social media. They make the process super easy and fun! Partnering with Gospel eBooks has GREATLY increased our digital sales and we look forward to continuing our partnership for years to come!”

Katie Gumm

(Former) Publicist, New Leaf Publishing Group

“Gospel eBooks is an excellent resource for helping consumers find exceptional deals on quality Christian eBooks. Gospel eBooks has been an outstanding partner, helping us by alerting their numerous fans and followers when we run eBook price promotions. Highly recommended!”

Ayannah Mers

Digital Manager, Harper Collins Christian Publishing

"Gospel eBooks has been an amazing tool for us to reach new readers and, most importantly, share the Gospel through the written word. We've partnered with Jeremy on several author hangout events and he's been a joy to work with, always detail-oriented and professional. In this ever-changing industry it is encouraging to have a partner like Gospel eBooks."

Alison Storm

(Former) Publicist, Ambassador International

Endorsements

Recommendations from the satisfied advertisers

“Thanks for your service! I must say, it is exceptionally effective. On the day you scheduled my book, I got over a thousand downloads and above 500 on the following day, making my book to shoot to number 1 in it’s category and number 133 in the entire kindle store. Thanks! Great service!”

Meebo Metfula

Author of “The Supreme Court of Heaven”

“I have advertised my kindle book (two different times now) on Gospel ebooks with great results. Each time I have had well over 500 kindle downloads on the promotion days. On the days after the promotion, I see higher than normal downloads also. Gospel eBooks has very engaged readers.”

Brad Haven

Author of “Daily Devotions”

“The best way to market a book is to find out where your readers are and tell them about it. No other marketing promotion I have tried has been as effective as GospeleBooks.net.”

Andrew Gilmore

Author of “Do No Work”

“I appreciated Jeremy's prompt and personal communication, and the opportunity to promote my book for a relatively low cost. During a five-day promotion, I sold over 1200 copies of my book, including 800 on the day it was listed on Gospel eBooks' email. I highly recommend this service!”

Jim Badke

Author of “The Christian Camp Leader”

“Your site BY FAR was the most successful of all the promotional sites I used during my recent book launch. [It] was almost twice as successful as any other site I used. That day helped me reach #1 New Release in all of my categories and #1 Best Seller in 3 of my categories. Well worth the expense!”

Lynne Hoeksema

Author of “Cultivating Compassion”

“Thanks for posting my book (Letters From a Martyred Christian). I was hoping we might give away 300-500 in 24 hours and we ended up giving away 2132.”

H.L. Hussman

Author of “Letters From a Martyred Christian”

Interested in advertising?

Contact Jeremy at jeremy@gospelebooks.net
or visit gospelebooks.net/advertise.

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