

POMOMUSINGS

Technology, Theology & Ministry...

About Pomomusings

Launched in August of 2003, Pomomusings has been around for over 7 years. Through that time, a strong effort has been put into creating a sense of community for readers of the blog. Pomomusings continues to boast a very strong and devout readership. While the blog itself tends to lean to the left theologically and politically, the readership is extremely diverse in all areas: theologically, socially, politically & demographically.

Posts on Pomomusings range from topics on the emerging church, theology, religion and youth ministry, to web design, WordPress and social media, to politics, technology and sexuality. For the past 5 years, I have been reviewing books on my blog for major publishers, including: InterVarsity Press, Baker Books, Jossey-Bass, Doubleday, Simon & Schuster, Thomas Nelson & Zondervan.

It has been called one of the most well-known Christian/emerging church blogs and currently is ranked in the Top 20 out of the Top 50 Christianity blogs, according to **Invesp Consulting**, and featured on **Alltop.com**. Pomomusings was also ranked #38 out of the Top 100 Church Blogs on **ChurchRelevance.com**.

Analytics

While 80% of the readers are from the United States, 4% are from the United Kingdom, 4% are from Canada, 1% are from Australia and the remaining 11% are spread around the world.

Below are statistics that reflect average analytics from March '09 – February '11:

- **RSS Feed: 1121+ Subscribers**
- **15,404 Visits**
- **22,019 Pageviews**
- 1.43 Pages/Visit
- 79.61% Bounce Rate
- 00:01:06 Avg. Time on Site
- 78.24% New Visits

Advertising Options & Rates

Currently, Pomomusings allows 2 advertisers per month, with the possibility of a few more. Below you'll see various rates for the 2 different options that are currently available. As you can see, you can save 10% to 20% by booking multiple months:

300 x 250 ad in the right sidebar (contact me directly):

- 1 month = \$300
- 2 months = \$540 (\$270 per month)
- 3 months = \$720 (\$240 per month)

468 x 60 banner ad in the header on the right (contact me directly):

- 1 month = \$110
- 2 months = \$198 (\$99 per month)
- 3 months = \$264 (\$88 per month)

If none of these packages are what you were looking for, are interested in a custom package or want rates for Sponsored Posts, please contact me. Payment can be completed via check or PayPal (which includes a fee of 2.9% + \$0.30). **No ads will be served until payment has been received.**

Information on Creatives

The image should be a .jpg or .gif, and we do allow animated images - as long as they look professional. The ads are served through Google Ad Manager, and if you want, you will receive reports on how your ad does on Pomomusings, including metrics for impressions, clicks and CTR (click-through-rate).

Contact Information

If you are interested in any of these advertising options, or would like to discuss other opportunities for advertising on Pomomusings.com, please contact Site Founder, Adam Walker Cleaveland.

email: adam@pomomusings.com
mobile: 609/933-4000