



## 2009 Service Descriptions



E-Cast E-Radio on Demand (ECER) is an innovative content dissemination service that uses the power of the internet and our extensive network of E-Cast subscribers to grow your ministry, business or product. The ECER network can help clients reach a global audience at a fraction of the cost of using conventional broadcast methods. ECER allows anyone to listen to programs when it's convenient for them. Using ECER gives our clients access to a targeted audience that is always expecting to receive our programs through our specially designed content delivery system. With our on-demand service, listeners share these specially produced programs with others, and it expands our clients' reach and impact. Since the program is on-demand, listeners listen whenever they decide to and there's never any waiting for a set time..

BGI Radio is a 24/7 live online network that has the ability to reach over 500,000 people daily in all 50 states with a heavy concentration of listeners in Memphis, TN , Mississippi, Arkansas and the entire Mid South. Through our ByGodInspired.com global online faith community and our clients' daily E-Cast E-Radio on Demand E-Pages...our reach is subtle, yet extensive. Our commitment to excellence, inspiring and connecting the faith community through a number of our products and services has allowed I-NSPIRE, Inc. to develop a relationship with many listeners that receive various programs from our E-Cast on Demand Network, ByGodInspired.com and now the BGI Radio Network.

ByGodinspired.com is one of the largest and fastest growing global online faith social networking communities in America that is connecting believers around the world. BGI is the equivalent of MySpace totally dedicated to the faith community. Within BGI, visitors can listen to various on-demand programming through the E-Cast E-Radio on Demand Network. BGI is also the location of several virtual churches and an enormous amount of resources to uplift and inspire people in their daily walk. BGI averages 7,000 to 8,000 visitors per month and that number is growing.





## 2009 E-Cast E-Radio on Demand Pricing (Block Programming)

### BASIC BLOCK PROGRAMMING RATES (Monthly)

#### (PRODUCTION SERVICES NOT INCLUDED)

##### 30 MINUTE SEGMENT

- 5 DAYS A WEEK - \$ 600
- 3 DAYS A WEEK - \$ 425
- 1 DAY A WEEK - \$ 150

##### 15 MINUTE SEGMENT

- 5 DAYS A WEEK - \$ 350
- 3 DAYS A WEEK - \$ 230
- 1 DAY A WEEK - \$ 100

##### 5 MINUTE SEGMENT

- 5 DAYS A WEEK - \$ 200
- 3 DAYS A WEEK - \$ 125

### BASIC BLOCK PROGRAMMING RATES (Monthly)

#### (PRODUCTION SERVICES INCLUDED)

##### 30 MINUTE SEGMENT

- 5 DAYS A WEEK - \$ 685
- 3 DAYS A WEEK - \$ 520
- 1 DAY A WEEK - \$ 235

##### 15 MINUTE SEGMENT

- 5 DAYS A WEEK - \$ 435
- 3 DAYS A WEEK - \$ 315
- 1 DAY A WEEK - \$ 185

##### 5 MINUTE SEGMENT

- 5 DAYS A WEEK - \$ 285
- 3 DAYS A WEEK - \$ 210

### A-LACARTE SERVICES (Optional By Choice)

- CUSTOMIZED E-CAST E-RADIO ON DEMAND E-PAGE BANNER - \$ 125 (One-Time Fee)
- TEXT ANNOUNCEMENT MESSAGE INSERTION INTO E-PAGE
  - ONCE A WEEK - \$ 45
  - THREE TIMES A WEEK - \$ 115
  - FIVE DAYS A WEEK - \$ 200
- SPECIAL PRICING FOR MORE FREQUENT REPORTS
  - ONCE A WEEK - \$ 65
  - TWICE A MONTH - \$ 115
- ACCESS TO THE E-CAST E-RADIO ON DEMAND DATABASE OF SUBSCRIBERS IS STANDARD WITH ALL CONTRACTED SERVICES. CLIENT ALSO RECEIVES A STANDARD MOBILE E-PAGE AND A VIRTUAL CHURCH WITHIN THE BYGODINSPIRED.COM GLOBAL FAITH COMMUNITY. VIRTUAL CHURCH ALLOWS VISITORS TO ACCESS CLIENT'S E-CAST PROGRAM AND DEVELOP A RELATIONSHIP WITH THE VIRTUAL CHURCH PASTOR. PASTOR CAN COMMUNICATE WITH HIS/HER ONLINE MEMBERSHIP THROUGH THE VIRTUAL CHURCH AND INSERT A DONATION PAYPAL LINK FOR THOSE WHO WANT TO BLESS THE MINISTRY.
- WE WILL HOTLINK YOUR CHURCH/ORGANIZATION TO THE WEEKLY E-CAST E-PAGE E-BLAST AND WEBSITE (NON PARTICIPATION IN ANY OF THE SERVICES LISTED ABOVE, WOULD REQUIRE A \$500 MONTHLY INVESTMENT TO BE HOTLINKED ON THE E-PAGE AS WELL AS THE WEBSITE WHICH IS DISTRIBUTED TO THE ENTIRE DATABASE.

# SAMPLE E-CAST E-PAGE

The screenshot shows a web browser window displaying an email client interface. The browser's address bar shows 'comcast.net'. The email client is 'SmartZone communications center'. The interface includes a navigation menu with 'Home', 'Email', 'Voice', 'Address Book', and 'Preferences'. The 'Email' tab is active, showing a list of folders on the left: 'Inbox (256)', 'Sent', 'Drafts (1)', 'Spam', and 'Trash'. The main content area displays an e-page for 'Daily Faith Focus WITH DR. CHRISTOPHER & VERONICA DAVIS'. The e-page features a photo of a man and a woman, the text 'DAILY E-WORD', and a call to action: 'SUBSCRIBE TO OUR E-CAST' and 'LISTEN NOW TO OUR E-CAST'. Below the e-page, there are links for 'Partner With Us', 'MAKE A CONTRIBUTION', 'GO TO MEDIA STORE', and 'Pastor Davis' liturary'. The footer of the browser window contains copyright information: '© 2008 Comcast Cable Communications' and various links like 'Privacy Statement', 'Terms of Service', 'Contact Us', 'Add Comcast Services', 'Tell Us What You Think', and 'Comcast'.

## The page can

The page you are looking site might be experiencing to adjust your browser set

Please try the following:

- Click the Refresh
- If you typed the pa sure that it is spells
- To check your conr and then click **Inte** tab, click **Settings** provided by your Ic Internet service pri
- See if your Interne You can set Microsc and automatically c your network admin
  - 1. Click the **To Options**.
  - 2. On the **Conr**
  - 3. Select **Auto** click **OK**.
- Some sites require **Help** menu and the determine what stro
- If you are trying to Security settings ce then click **Internet** to the Security sect 3.0, TLS 1.0, PCT 1
- Click the **Back** b

# SAMPLE E-CAST E-PAGE

Send a test version of your email to yourself, and to others including a personal message. Up to 5 addresses may be entered separated by a comma ",".

**Email Address(es):**  
info@inspire.com

(Separate multiple addresses with a comma ",")

**Personal Note:**

Send both HTML & Text versions

[View Text Version](#)  
[View Printable Version](#)



## E-Cast E-Radio on Demand



**SOUTHAVEN**  
PONTIAC BUICK GMC  
78 Goodman Rd. E.  
Southaven, MS 38671  
(662) 349-5600

Pontiac 2008 G6 GXP Coupe

**Click here for \$1000 towards your down payment!**  
www.southavenbgm.com

ADVERTISEMENT

**[SUBSCRIBE NOW TO OUR E-CAST](#)**  
**[LISTEN NOW TO OUR E-CAST](#)**

Join Dr. Stewart in her online virtual church at [www.bygodinspired.com](http://www.bygodinspired.com)

By GOD Inspired is a global online faith community. See for yourself!

**ENCOURAGING WORD MINISTRIES**

ONLINE MEDIA STORE

**ORDER TODAY'S COMPLETE SERMON ON CD. YOUR PURCHASE WILL SUPPORT THE ENCOURAGING WORD MINISTRIES**





# SAMPLE E-CAST E-PAGE

Constant Contact : Emails : Email Layout - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Home Search Favorites

Address <http://ui.constantcontact.com/rnavmap/evaluate.rnav/pid5luBxDiDsNeLjwDtKqIAK9141> Go Links

Google Search Bookmarks Find Check AutoFill Sign In



**MACEDONIAN MINISTRIES INTERNATIONAL**  
Chicago, IL  
Rev. Dr. Michael Roussell

## E-Cast E-Radio on Demand



Join Dr. Roussell in his online virtual church on By God Inspired by [CLICKING HERE](#)

[By GOD Inspired](#) is a global online faith community. See for yourself!

**MACEDONIAN MINISTRIES INTERNATIONAL**

ONLINE MEDIA STORE

**ORDER TODAY'S COMPLETE SERMON ON CD YOUR**

[Forward to a Friend](#)

[SUBSCRIBE NOW TO OUR E-CAST](#)

[LISTEN NOW TO OUR E-CAST](#)

Opening page <http://ui.constantcontact.com/rnavmap/evaluate.rnav/pid5luBxDiDsNeLjwDtKqIAK9141...> Internet

start Live365 - Player Wind... Constant Contact : E... Microsoft PowerPoint ... 99% 11:41 AM

# SAMPLE E-CAST E-PAGE



to yourself, and to others including a personal message. Up to 5 addresses may be entered separated by a comma ",".

**Email Address(es):**

info@i-nspire.com

(Separate multiple addresses with a comma ",")

**Personal Note:**

Send both **HTML & Text** versions

[View Text Version](#)

[View Printable Version](#)

**BROWN MISSIONARY BAPTIST CHURCH**  
980 East Stateline Road, Southaven, MS 38671  
(662) 342-6407 Office (662) 342-6408 Fax  
[www.brownbaptist.org](http://www.brownbaptist.org)

*COME Worship WITH US*

*Sunday Worship Services: 8:00 a.m. & 10:45 a.m.  
Sunday School: 9:45 a.m.*

*Rev. Bartholomew Orr  
Senior Pastor*

**JOIN PASTOR ORR IN HIS VIRTUAL ONLINE CHURCH AT**

[WWW.BYGODINSPIRED.COM](http://WWW.BYGODINSPIRED.COM)

**E-Cast E-Radio on Demand**

**GMC**  
**SOUTHAVEN**  
PONTIAC BUICK GMC  
78 Goodman Rd. E.  
Southaven, MS 38671  
(662) 349-5000

Pontiac 2008 G6 GXP Coupe

**Click here for \$1000 towards your down payment!**  
[www.southavenbpg.com](http://www.southavenbpg.com)

ADVERTISEMENT

**[SUBSCRIBE TO OUR E-CAST](#)**

**[LISTEN NOW TO OUR E-CAST](#)**

(if you are experiencing problems with E-Cast, please send us an email: [info@i-nspire.com](mailto:info@i-nspire.com))

Please feel free to share with your friends and family by clicking on the link below.

# SAMPLE E-CAST E-PAGE

to yourself, and to others including a personal message. Up to 5 addresses may be entered separated by a comma ",".

**Email Address(es):**  
info@inspire.com

(Separate multiple addresses with a comma ",")

**Personal Note:**

Send both **HTML & Text** versions

Send

[View Text Version](#)

[View Printable Version](#)

**EVANGELIST**  
**CHARLOTTE BREWER**  
**MINISTRIES**  
HATTIESBURG, MISSISSIPPI

## E-Cast E-Radio on Demand

Join Pastor Brewer in her By God Inspired online virtual church by

[CLICKING HERE](#)

[www.bygodinspired.com](http://www.bygodinspired.com)

By GOD Inspired is a global online faith community. See for yourself!

[SUBSCRIBE NOW TO OUR E-CAST](#)

[LISTEN NOW TO OUR E-CAST](#)

**INSPIRE**



## 2009 E-Cast E-Radio on Demand Pricing

### BASIC ADVERTISING RATES

**30 SECOND AUDIO  
COMMERCIAL PLACEMENT  
BEFORE THE START OF EVERY  
E-CAST MINISTRY PROGRAM  
DAILY**

**750 SPOTS - \$ 350 per month**  
**1200 SPOTS - \$ 500 per month**

**AD BANNER PLACEMENT  
WITHIN EACH MINISTRY E-PAGE  
(LINKED TO YOUR WEBSITE)  
(LIMITED INVENTORY)**

**5 DAYS A WEEK - \$ 500 per week**



**I-NSPIRE Inc. services nearly 20 ministries (number growing) around the country through E-Cast E-Radio on Demand giving us access to thousands of people. More than 60,000 Mobile E-Pages are delivered via the internet every week to thousands of people across the United States and abroad. During 2008, more than 1 million E-pages were distributed. If you are looking for a way to reach a global audience at an affordable price, look no further. We can help you reach your marketing goals.**





## 2009 BGI Radio Network Pricing

### BLOCK PROGRAMMING RATES

MON – FRI (12 A.M.-6 A.M.)  
15 MINUTE SEGMENT  
(WEEKLY RATES)

5 DAYS A WEEK - \$277

MON – FRI (7 A.M.-4 P.M.)  
15 MINUTE SEGMENT  
(WEEKLY RATES)

5 DAYS A WEEK - \$462

MON – FRI (5 P.M. – 11 P.M.)  
15 MINUTE SEGMENT  
(WEEKLY RATES)

5 DAYS A WEEK - \$347



# bgi RADIO

Per Spot

### COMMERCIAL ADVERTISING RATES

<u>COMMERCIALS</u>	<u>12 A.M. - 6 A.M.</u>	<u>7 A.M. - 4 P.M.</u>	<u>5 P.M.- 11 P.M.</u>
15 SECONDS	\$16	\$22	\$19
30 SECONDS	\$30	\$40	\$33
60 SECONDS	\$55	\$75	\$60

Per Spot

### POLITICAL ADVERTISING RATES

<u>COMMERCIALS</u>	<u>12 A.M. - 6 A.M.</u>	<u>7 A.M. - 4 P.M.</u>	<u>5 P.M.- 11 P.M.</u>
15 SECONDS	\$20	\$25	\$23
30 SECONDS	\$40	\$50	\$46
60 SECONDS	\$70	\$105	\$100



# 2009 ByGODInspired.com Pricing



Powered By I-NSPIRE

**BANNER AD (RIGHT SIDE PLACEMENT ON EVERY PAGE – LINKED TO YOUR WEBSITE)  
(AD SIZE 160X400)  
15,000 IMPRESSIONS PER MONTH**

**\$125**

## ADVERTISING RATES

**BANNER AD (RIGHT SIDE PLACEMENT ON EVERY PAGE LINKED TO YOUR WEBSITE)  
(AD SIZE 160X400)  
30,000 IMPRESSIONS PER MONTH**

**\$205**

**BANNER AD (RIGHT SIDE PLACEMENT ON EVERY PAGE LINKED TO YOUR WEBSITE)  
(AD SIZE 160X400)  
75,000 IMPRESSIONS PER MONTH**

**\$500**

The screenshot displays the website's layout with several key sections:

- BGI Inspirational:** Features the "BIBLE VERSE OF THE DAY" (James 4:10) and a search bar for BibleGateway.com.
- Featured Pastors:** Lists pastors such as George Pasapala, Aleee Lee, Gregory H. Jakofy, and Anthony St. Jehn.
- St. James Missionary Baptist Church:** A featured church sermon by Rev. Curtis Smith, Senior Pastor.
- Advertisements:** Includes a "FUEL-EFFICIENT" ad for GMC vehicles and a "SOUTHAVEN PONTIAC BUICK GMC" ad for a 2008 G6 Coupé.
- BGI Ministry Groups:** Lists groups like "Antioch Missionary Baptist Virtual Church" (4 members), "Illinois BGI Faith Community of Believers" (2 members), and "Mississippi BGI Faith Community of Believers" (14 members).
- Blog Posts:** A section for "SOUTHAVEN PONTIAC BUICK GMC FEATURED CHURCH SERMON OF THE WEEK" by Dr. David A. Hall.

# By GOD Inspired Screen Shots

## Homepage

## Virtual Church Sample

## Group Samples



## Facts and Figures

- The **I-NSPIRE** mission is to assist faith-based organizations of all sizes in spreading the word of God to a global audience using the internet and our exclusive E-Cast E-Radio on Demand Faith Network. BGI Live Radio Network, and [www.bygodinspired.com](http://www.bygodinspired.com). This is our ministry!
- ECER's national audience is growing daily. Based on third party data, ECER has an audience that is conservatively estimated at 100,000 people in the U-S and abroad. This number is continuously growing. These are listeners who actually listen to the programs. If you would like the potential number of households and office spaces our network is penetrating, this could be in the hundreds of thousands around the world based on the enormous potential of the internet and the inability to track every aspect of how people choose to listen to our programs. For instance, there is no way to tell how many people are listening to the programs when they are downloaded to their IPOD, ZUNE or MP3 Players, but we do know programs are being downloaded.
- I-NSPIRE, Inc. can produce your program or take your prepackaged program and distribute it across our network on a consistent basis, exposing your ministry to people who may never set foot in your church. If they are searching for a church in your town, this tool allows them to experience your worship service as they make a decision on where they will attend. Many times it is the work of your own members who are highly enthusiastic about the church, and now ECER gives them another tool to spread the word about your church.



## **Facts and Figures (continued)**

- ByGODinspired.com's audience is growing daily. Based on third party data through Google Analytics, ByGodInspired.com averages 6,000 to 8,000 visits per month from people in the United States and abroad. The average time on this website is 9 minutes per visitors. Page view averages per person is 12. The number of returning visitors is 59% and the percentage of new visitors is 41%
- \* BGI Radio Network will launch 2<sup>nd</sup> week in February. This will be a 24 hour live radio network that will consist of Contemporary Christian and Gospel Music along with a mix of faith programs from around the country. Listeners will access this network through nearly 6000 access points daily including [www.bygodinspired.com](http://www.bygodinspired.com), [www.bgiradio.com](http://www.bgiradio.com), and thousands of E-Cast E-Pages that are sent out daily via the internet. I-NSPIRE has a significant built in audience. The potential reach of BGI Radio online is conservatively estimated at nearly  $\frac{3}{4}$  of a million people in the U.S. and thousands more abroad.



## Frequently Asked Questions By Faith Leaders

### ABOUT E-CAST ON DEMAND

- **QUESTION:** What's the difference in putting the audio on my website as opposed to using your network?

**ANSWER:** The difference is substantial. If you put the audio on your website, people must remember the audio is there for them to listen. They have to know you have a web presence... and in most cases the only people who will be exposed to your ministry are your own people...with very little opportunity for you to reach a broader audience outside of your four walls. Since most of our listeners like to sample various ministry programs across the country, it is unlikely they will find you since you are not part of the network. Our listeners listen to our programs primarily when they are at work, so they really don't have time to remember different ministry websites to find inspiration, but they know with E-Cast and ByGODinspired.com, they will have a buffet of inspirational programming to choose from. It's in one place and one click away. With our mobile E-Pages that are sent out via the internet, the end user is one click away from listening to your program. They want it when they want it... and they do not want to have to look for it. With ECER, we ensure they have it at their fingertips and it's as simple as one click from the time they get the program to the time they are actually listening to it. Also, your content will always be there waiting for them 24/7. If they don't have time to listen now, they can always go back and listen to the program as many times as they want. If you did this on your own, you would have to provide enough server space to handle the multiple streams and the content...which could become extremely costly on the infrastructure side. You would also have to hire someone to produce your programs in a professional manner, ensure they are distributed, and ensure that the servers are functioning. We do all that for you and help you grow your ministry and reach people outside of your four walls for a fraction of the cost of conventional broadcast methods. We have nearly a dozen access points where people can access your program on a daily basis.

- **QUESTION:** How does this E-Cast on Demand network thing work?

**ANSWER:** We set you up in our system and take your programs and distribute them to the members of your faith-based organization as well as your friends and family. We also expose your ministry to our broader listening audience through the ByGODinspired.com online faith community. They will be inspired to share your message with others. As others around the country subscribe to ECER and ByGODInspired.com, they often select the various programs we have listed on our subscriber page. You could end up having listeners from all across the country. Many of our clients now have a ministry that is heard by people in different states and countries. ECER will spotlight your ministry in its distribution to its national and international audience once a month. This gives others in our network an opportunity to sample your ministry and choose to subscribe to it.

- **QUESTION:** How does your central office receive the audio of our sermon if we are located 1000 miles away?

**ANSWER:** It's very simple. If you record your sermon to a CD, then we can walk you through a simple process. All you will need is a computer with internet access as well as the windows media player installed on the machine. All computers come with Windows Media Player. If you do not record to CD, then snail mail is another option.

- **QUESTION:** How will I know if my audience is growing and if people are actually listening?

**ANSWER:** We can provide Statistics from our Data Diamond service that can show you the number of people who opened your e-page, the number of unique click throughs and how many times your content was accessed. We can also provide you with the number of people who signed up on their own to receive your program and where they are located. There is an extra cost associated with this option.



## **Frequently Asked Questions By Faith Leaders (continued)**

### **ABOUT E-CAST ON DEMAND**

- **FINAL POINT:**

I-NSPIRE is working to find solutions that will take our clients global at a minimal cost. We understand that resources are limited, so we want to provide a service that not only has shown its ability to meet people where they are, but do it at an economical price for our customers. Again, with traditional broadcasting methods, you pay for air time and it's either hit or miss. If someone misses your program, the only way they can hear it is if you spend more money on air time or spend thousands of dollars on servers to handle the content and streaming issues.. With ECER, your audience never has to wait for a set time to hear the program, it's there waiting for them 24/7. We work for you so you don't have to worry about all the finite details that comes with managing information technology systems.



## **Frequently Asked Questions By Faith Leaders**

### **ABOUT BYGODINSPIRED.COM**

- **QUESTION:** What is ByGODinspired.com?
- **ANSWER:** It is an online faith community that connects believers around the globe. It is a MySpace alternative for the community of believers, but in a safe and secure environment that maintains the spiritual integrity that is needed to inspire people . This is a place for believers to share testimonies, ask questions, minister to, or be ministered to.
  
- **QUESTION:** What is a “Virtual Church?”
- **ANSWER:** This is a free service provided to I-NSPIRE, Inc. clients who use our E-Cast on Demand service. A virtual church exposes your ministry to a global audience through BGI. We provide a link to your E-Cast programming in your Virtual Church. You now have the ability to connect your ministry with believers around the world. Just as you have grown your ministry in your hometown, now you can grow your ministry in cyberspace. You can add a donation link to your virtual church through paypal, start thought provoking discussions and do as you please within your Virtual Church. It’s really up to you what you want your Virtual Church to be.
  
- **QUESTION:** What is the advantage of being a “featured pastor” on ByGODInspired.com?
- **ANSWER:** Exposure! Many people use BGI for many reasons. Some people may be relocating to an area...and are looking for a place of worship to fellowship. Because you are on BGI, they can experience your preaching and teaching style before they ever step foot in your church. If they like what they hear, then they might attend your church. Others use BGI because they don’t attend a place of worship. In some cases, BGI serves as a clearing house for online ministry. You are now ministering to the “unchurched!”





## Frequently Asked Questions By Faith Leaders

### ABOUT BGI RADIO NETWORK

- **QUESTION:** What is BGI Radio Network?
- **ANSWER:** It is an online broadcast network that plays traditional and contemporary gospel and Christian music and block programming from ministries around the country.
  
- **QUESTION:** What is your audience size?
- **ANSWER:** I-NSPIRE Inc. has spent the last year building an extensive network of listeners through a number of our services. Because our network reach is extensive, we conservatively estimate our audience will be 750,000 across the United States and abroad. We know there will be more, but based on the current access points we will have for individuals to be exposed to BGI Radio, we are confident in declaring  $\frac{3}{4}$  of a million people today.
- **QUESTION:** I spend money on local radio that is streaming, why should we partner with you?
- **ANSWER:** Great question! Our focus is completely online. We have spent the last year strategically putting in place the infrastructure and network of people to take ministries global. If you are on a local radio station that is streaming, people have to know the station's domain name to find their broadcast. So if you are someone in India, California, New York, Maryland or Louisiana, you will have no way of knowing that the station exists. Our network consists of people from around the world. Your local radio station may tell you that you are global, but the reality is we have invested in ensuring that you REALLY are global with our network.
- **QUESTION:** Can internet radio compete with traditional radio outlets in its ability to reach people?
- **ANSWER:** Absolutely! Just look around. Millions of people are connected to the internet. The internet is now mobile through wireless access points, so people no longer have to be connected to a cord to get the internet. They can access us in the park, in their cars, in their homes, at their jobs...essentially everywhere they have access to the internet. They can get access through their iPhones and IPODS.... They can get the internet through their cell phones and so on. The bottom line is this... Internet radio is here to stay.