sermonaudio.com

faith cometh by hearing



the world is listening

feature summary | third revision



CONTENTS

Introduction	4
Local Church Finder	(
Broadcaster Homepage	8
MyChurch Quick Access	10
How To Broadcast?	12
'Hand-Checked' Quality	12
Podcasting Support	14
HTML & Widgets	14
Video Support	16
Mobile Phones	18
iPhone Church App	20
Tablet Support	22
Roku TV & Apple TV	24
Live Webcasts	26
Transcription & Translation	28
Integration Features	30
Gospel of John Project	32
4 Reasons to Broadcast With Us	34





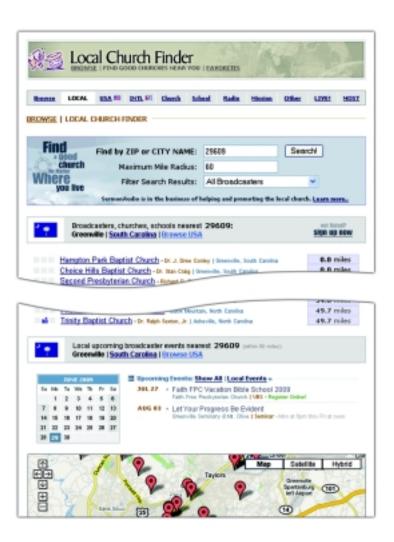
INTRODUCTION

SermonAudio.com is the largest and most popular library of audio sermons on the Internet from conservative Christian churches and ministries. Over 600,000 *free* MP3 sermons can be streamed, downloaded, podcast, or accessed over-the-air through mobile devices. Anyone can easily search by broadcaster, Bible reference, topic, speaker, date, language, or any keyword. Our mission is to help faithful churches broadcast their sermons to the largest possible audience with the least amount of cost. All broadcasters must adhere to our Articles of Faith.

SermonAudio.com is more than merely a hosting service for MP3 files. Yes, we make it easy for churches to upload sermons to the Internet but more importantly, every church broadcasting on SermonAudio.com will immediately enjoy a large, established listening audience hungry for Biblical teaching.

- Over one million sermons downloaded each month.
- · Ranks top in Google's search results for 'audio sermons.'
- Over 30 million site pageviews per month.
- Over 100,000 subscribers to our weekly e-newsletter.
- Base flat-fee of \$29.95/month.





LOCAL CHURCH FINDER

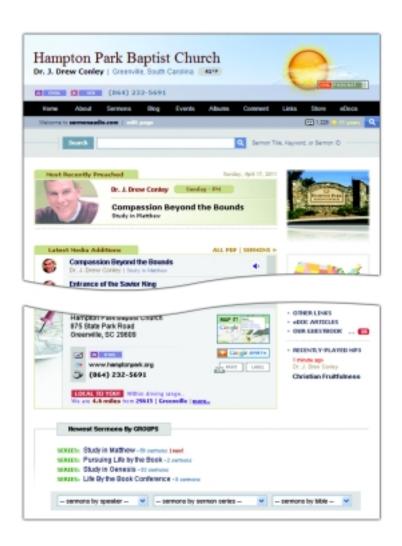
SermonAudio.com is in the business of helping and promoting the local church both locally and globally in a variety of ways. The **Local Church Finder** has become an important tool for helping people find good churches in their area. By typing in a ZIP code or partial city name, all resulting churches will be displayed, organized by nearest to furthest.

Numerous churches have testified that more visitors find their church through SermonAudio.com than through other, more expensive advertising methods.

OTHER WAYS WE PROMOTE THE LOCAL CHURCH

- Local churches appear prominently on the Main Page of the site where a visitor can easily type in their ZIP code.
- The Local Church Finder is supported in our mobile apps (iPhone, iPad, Android, ...) and works in conjunction with the device's built-in GPS to find the current location.
- Tight integration with both Google Maps and Google Earth.
- In every sermon search, visitors can select My Local to show only those sermons preached in local churches!
- *Local "Text-Ads"* provides additional exposure on the site.





BROADCASTER HOMEPAGE www.sermonaudio.com/mychurch

Broadcasters receive their very own homepage address where visitors can jump directly to your "home" on SermonAudio.com. The clean and consistent look of our homepages provides a familiar and easy-to-use environment for visitors to quickly learn about your church and gain access to your sermons, videos, photos, and more.

Sermons are automatically organized by date, speaker, Bible reference, sermon series, and event category to help visitors find what they're looking for. Sermon searching by partial keyword and subset filtering are also supported.

MORE HOMEPAGE FEATURES

- Automatic searching, sorting, filtering, organizing of sermons.
- Homepage and sermons accessible via mobile apps.
- 1-click *podcasting* support for all broadcasters.
- Sell books & products in your own web store.
- Accept online registrations & payments for *upcoming events*.
- eDoc PDF section provides a place for *online articles*.
- Other built-in features include: *blog, photos, donations*.
- Automatic *local weather* integration for USA broadcasters.





MyCHURCH QUICK ACCESS

One of the most prominent features of the site is the large **MyChurch** button that appears at the top of every page. It allows you to specify any broadcaster's Member ID as your "home church" for quick and easy access to your church's sermons!

Can't remember the exact Member ID for your home church? No problem. Simply click on the **Set As MyChurch** button found on any broadcaster homepage. Simple!



Once the **MyChurch** button is set, the site will automatically show a link to your homepage on SermonAudio in that space the next time you visit the site. Give it a try!

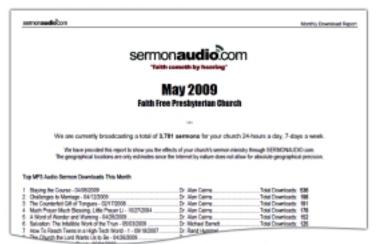
MyCHURCH EVERYWHERE

Look for the **MyChurch** shortcut on any of our mobile apps including the iPhone, Android, and Windows phones as well as on the ROKU TV so that you can quickly access your church's sermons wherever you are!

It's the easiest way to introduce your church's sermons with friends or family. Simply tell them to go to www.sermonaudio.com and type in your church's **Member ID** in the **MyChurch** spot.







In addition to the *Members Only Area* where you can view up-to-the-minute statistics, you'll also receive a monthly PDF report that shows a readable summary of all downloaded sermons and what approximate geographic area people are listening from.

HOW TO BROADCAST?

Broadcasting sermons is a simple, 2-step process. First, submit your sermon details (title, date, Bible, etc). Next, upload your MP3 file for that sermon. That's it! The sermon will be instantly available for streaming, downloading, podcasting, flashembedding, sharing via social-networking, or listening on-thego via your mobile phone, tablet, or on your big-screen TV.

You can upload your MP3 file in any bitrate and we will *automatically convert* it with the proper settings for you.

'HAND-CHECKED' QUALITY

Every sermon that is uploaded is manually checked to ensure that titles are free from misspelled words and incorrect Bible references! This painstaking 'hand-checked' process of quality assurance allows people to look up sermons by Bible reference or topic and be guaranteed that what they seek, they will find!

- Upload 10-FREE new sermons per billing month.
- No download or bandwidth limits.
- No storage limits.







PODCASTING SUPPORT

Podcasting is a built-in feature for all broadcasters on SermonAudio.com. Any new sermons uploaded to the site are immediately available via multiple podcast feeds. Podcasting is a very popular way for broadcasters to automatically deliver new audio content to listeners with portable MP3 players.

HTML & WIDGETS

If your church has its own website, you can easily integrate a fully-functional **sermon browser** that allows you to display, pagethrough, sort, search, and filter your sermons from your SermonAudio account directly on to your own website.

Other widgets are also available that can easily show your newest sermons or videos, all with a single line of *HTML code* or via our *WordPress plugin*. Upload to SermonAudio once and enjoy seeing your sermons automatically appear on your website!

Additionally, use the **Email & Share** button on any sermon page for more options to share specific sermons with others, including an *embeddable audio+video flash player* and *social-networking* links for Facebook and Twitter.

Look for the orange button on any church homepage to access the widget codes + podcast links.







True-streaming, transcoding into MP4, flash-embedding, MP3 auto-creation along with mobile phone, tablet, and TV compatibility. We've got you covered.

VIDEO SUPPORT

Videos are a great way for visitors to *see* your preaching services and thus become better acquainted with your church. Other types of videos include mission trips, special events, and even a welcome video from your church.

Videos uploaded to SermonAudio can be streamed with what we call "true-stream" which essentially allows viewers to instantly "scrub" back and forth through the video without first having to wait for the entire video to download.

All videos are automatically transcoded into the industrystandard MP4 video format for maximum compatibility with PC platforms, mobile devices, and TVs. Our built-in Flash video player offers no-hassle playback and easy off-site embedding. And as a courtesy, an audio-only MP3 file is also created automatically.

You can upload videos in any file format and at any bitrate and we will *automatically convert* it with the optimal settings that we've worked hard to get just right for the range of devices.

- There is a small, one-time upload charge per video.
- No bandwidth limits. No storage limits.
- Completely ad-free.











iPhone | Android | BlackBerry | Windows

www.sermonaudio.com/mobile







MOBILE PHONES

Your sermons available everywhere, instantly.

The beauty of broadcasting on SermonAudio is that you can upload your sermons once, and they will be available everywhere, immediately! Whether it's the iPhone, iPod Touch, iPad, Android, BlackBerry, Windows Phone, Kindle Fire, or Nook Tablet ... we've got you covered.

As of 2012, there are 4 billion mobile phones in use and over 1 billion are smartphones. It is predicted that mobile users will outnumber desktop computer users by 2014.

SermonAudio does the heavy lifting of working non-stop to develop mobile "apps" for the constant wave of new devices so that you can focus on the work of your local church ministry! There is simply no easier way to make your audio and video sermons so accessible on all major mobile platforms!

- Browse, search, or stream audio sermons directly from your mobile phone in a native, elegant user interface.
- Browse by speaker, topic, language, event category.
- Watch videos and tune into live webcasts on-the-go!
- Use the *Local Church Finder* to find the nearest churches!



The most affordable

iPhone Church App for churches of any size



IPHONE CHURCH APP

The **iPhone Church App** is a fully-functional and completely affordable native iPhone app that's custom-designed for your particular church or ministry and budgeted for churches of any size. Your own icon, your own name, your own listing in the App Store, your own sermons, photos, blog, events, and more.

Hand-in-hand with our mission to help and service the local church, whatever we can do to give people a springboard opportunity to share their faith and their local church with friends and co-workers, well, we think it's a good idea.

How easy is it to setup? Real easy. In fact, you don't need to do a thing! We take care of formatting your icon, your splash screen, compiling the code, and of course submitting it to the App Store. Turnaround time can be as fast as 10 days.

- Your own personalized iPhone App for your church!
- Comprehensive browse and search functionality for your church's sermons. By sermon series, by Bible, and more.
- Optionally watch videos on-demand and live webcasts!
- Photo albums. Blog. Events. Map. Twitter. It's all here.
- \$199 one-time setup + \$10 per month. Fast turnaround.







www.semonaudio.com/mobile

TABLET SUPPORT

Perfectly suited for large-format screens.

SermonAudio not only makes your sermons available on small-format, mobile phones, but also on larger-format tablet devices attractively utilizing the extra screen real estate. Whether it's an iPad, iPad Mini, Nook Tablet, Kindle Fire, or Microsoft Surface, we've got you covered with tablets as well as with phones.

According to market research, tablets took less than 2 years to reach 40 million devices in the US, outpacing smartphones, which took 7 years. It is estimated that 112 million adults in the US will own a tablet by 2016, equalling 34% of US adults.

SermonAudio is working around the clock to deliver the rich audio and video content to where the people are today. Tablets are one such device and the larger screens are perfectly suited for enjoying our ad-free video and live webcast content!

- Background playback allows you to enjoy audio sermons while doing other work on the tablet.
- Videos and live webcasts look great on the larger screen!
- Easily access your church's sermons via MyChurch.
- Ideal for shut-ins desiring to enjoy live video services.









ROKU TV

You can enjoy your church's sermons on any TV via our **SermonAudio Channel** on the ROKU Digital Video Player.

It's completely free of charge and immediately available to any ROKU owner. Simply find us in the *Channel Store* or use the invitation code "sermonaudio" to add it directly to your device.

The ROKU accesses SermonAudio content directly through the Internet with its built-in WiFi capability and does not require a PC to operate. It's the easiest way for any church to make its sermons and live church services available on the TV.

FAST FACTS

- Browse, search, and stream audio sermons on the TV.
- Enjoy videos on-demand and live video webcasts as well!
- Easily access your church's sermons via MyChurch.
- *Play-To Roku* integration with iPhone and Android.

APPLE TV

For those who use an Apple TV, we've got you covered as well. Simply begin playing any audio, video, or webcast using our SermonAudio iPhone app. Then, select the Apple TV option.





LIVE WEBCASTS

SermonAudio.com provides a straightforward yet robust live webcasting solution that's both flexible and economical. Live webcasts are ideal for church members who are unable to attend services due to age or illness. And of course, it can also be another avenue of gospel outreach for new visitors.

SermonAudio.com has multiple servers in different locations to handle the webcast bandwidth. We're constantly monitoring the servers to properly balance the current load. And whether you've got 20 tuned in or 200 tuned in, your cost will be the same thanks to our flat-fee pricing structure for webcasting.

Additionally, live webcasts can automatically be viewed on any TV via the **ROKU** or **Apple TV**. And yes, the iPhone, iPod Touch, iPad, Android, and Windows are all supported as well.

- Live webcasting is completely **ad-free** with **flat rates**.
- Easy-ON and -OFF operation.
- Real-time statistics on how many are currently tuned in.
- Monthly PDF report reveals general geographic listenership.
- HTML code for your site indicates when the webcast is live.
- Easiest way to webcast to mobile + tablet devices!





TRANSCRIPTION & TRANSLATION

Imagine being able to take any sermon, have it transcribed by a professional transcriber and then translated into multiple languages instantly. Our **transcription & translation** service makes it both possible and easy-to-use.

Here's how it works. First, go to any sermon page and click on the "Transcript & Translate" button. Second, fill out your email, payment method, and that's it!

Once the transcript has been created, automatic translations of the same sermon will be made available in 20+ foreign languages. In addition, our **Send-to-Kindle integration** makes it easy to *wirelessly* send any transcript to your Kindle reader!

- The transcript is produced by a real human and is therefore highly accurate, complete with Bible reference footnotes.
- Transcription requests have a rapid turnaround time.
- Completed transcripts are automatically delivered via email and uploaded to the original sermon for free, public access.
- Microsoft Word (.DOC) file is made available to the church.
- Automatic translation into 20+ foreign languages.
- Wirelessly send any transcript to your **Kindle** with a click!





INTEGRATION FEATURES

Twitter is a popular network and notification tool that helps people stay connected through the exchange of short messages.

SermonAudio offers built-in **Twitter integration** allowing you to post automatic "tweets" to your Twitter account when you upload sermons, post blogs, or go on-air with live webcasts!

SermonAudio also offers **Facebook integration** via the '*Like*' button which allows anyone with a Facebook account to *like* any sermon or broadcaster homepage with a single click.

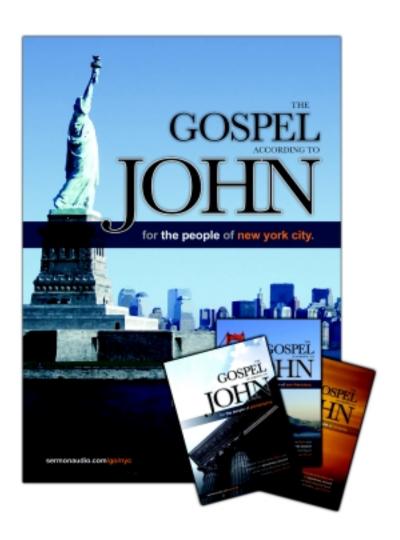
Speaking of integration, we've developed partnerships that automatically integrate your sermons with popular Bible study software tools, such as **Logos Bible Software** and **e-Sword**.

MORE OPTIONS

In the *Personal* section of the *Members Area*, you'll find a host of additional features that may be of interest to you, such as:

- Auto-Upload Sermons from an existing podcast feed.
- Auto-Blog Import from an existing blog feed.
- Upload Sermons via Email from any mobile phone.
- 'Outreach' Business Cards printed with your information.
- **FTP Batch Upload** for uploading sermons in batch.





GOSPEL OF JOHN PROJECT

The **Gospel of John Project** is a sponsor-supported, joint-effort between SermonAudio.com and the Trinitarian Bible Society headquartered in London, England. As we are able, our commitment is to PRINT, MAIL and DELIVER at least 10,000 copies of the Gospel of John *directly* to homes in the designated target city. Our desire is to reach every major city across America with its own uniquely-themed Gospel of John booklet.

WHY ARE WE DOING THIS?

The Gospel of John has been used more frequently than any other to bring people to a saving knowledge of Jesus Christ; it was written for that purpose. It is our hope that many hurting homes and broken lives will be helped by **the message of this incredible book.** It is with this in mind that we send this "good news" into the heart of our cities hoping to reach the hearts in the homes to which they are sent. This is our burden.

We hope you will share it.

- Recipients are directed to the Local Church Finder in yet another attempt to direct visitors to good, local churches.
- Supporting churches are printed on the inside front cover.



4 REASONS TO BROADCAST WITH US

We think there are a lot of reasons that every church should broadcast with us. But we've boiled it down to these 4 reasons:

• Reach More People.

We've established a large, listening audience. Our site traffic, our embed codes, our newsletter, and our partnerships give your sermons the maximum amount of exposure.

• Mobile Phones, Tablets, TVs.

We're working hard to get your sermons to every mobile phone, tablet, and television. Upload your sermons once, and they will be available everywhere, instantly!

Local Church Finder.

SermonAudio is in the business of helping and promoting the local church. Get on the map and get noticed!

• Only Conservative Churches.

All broadcasters must adhere to the Articles of Faith which keeps the site free of churches with liberal theology. Finally, a sizeable site with some conviction.

But don't take our word for it! We would encourage you to read through the many hundreds of broadcaster testimonials found here: www.sermonaudio.com/testimonials



