



## The Old Schoolhouse

Active Subscribers 63,000 \$60 CPM

### Use this list as a:

Christian Email List  
Church Leadership List  
Homeschooling Email List  
Israel Causes and Other Related Offers  
Supporter of Israel/Zionist Email List

### Description:

Since 2001, TOS has been the Trade Magazine for Families.

*"Train up a child in the way he should go and when he is old, he will not depart from it" (Proverbs 22:6).*

Average Open Rates: 8 to 12%  
Average CTR: 2 to 6%

### Proven Success With:

Christian Books & Movies  
Christian Ministries & Non-Profit Causes  
Church Leadership List  
Homeschooling Related Offers  
Pro-Israel Causes

Source: Direct Response

Updated: Daily

Email delivery includes: Campaign tracking

Email transmission Fee: N/A

Pre-pay for new clients: Yes

Cancellation fee: Full Price applies to any order cancelled after first test, or as detailed in insertion order.

Minimum list size: Full List Only

Split test/partials: None

A complete sample of the email message is required prior to approval

Usage:  
Bibles for America  
B&H Publishing  
City on a Hill Productions  
Gospel for Asia  
FishFest  
Money for Life Coaching  
The Stray Movie  
The Learning House  
Tyndale Publishers  
Video Blocks