





**MISSION-ALIGNED.**  
**MINISTRY-FOCUSED.**  
**RESULTS-DRIVEN.**

# Reach an Influential Christian Audience

United Methodist Communications' (UMCom) award-winning Christian content serves an educated, affluent audience in more than **200 countries** through official denominational websites, e-newsletters, podcasts, social media channels and other platforms.

Clergy, staff, leaders and members consistently rank UMCom as their first source for church and ministry information!

Advertising with UMCom builds more than awareness—it builds trust, community, and shared purpose; it will establish a relationship between your brand and our audience, optimally moving **them from inspired reader to engaged supporter.**



Target relevant prospects by connecting with the largest mainline Protestant denomination in the United States and more than 11 million members throughout the world.

**1.1 million**  
monthly website  
page views

**2.7 million**  
monthly web  
display ad  
impressions

**195K**  
ad-supported  
e-newsletter  
subscribers

**813K**  
followers on our  
largest social  
media account





# Faith-driven Advertising That Builds Community

## **PURPOSE-DRIVEN ADVERTISING**

Advertising connects brands with audiences who value compassion, service, and spiritual growth beyond just selling products.

## **SUPPORTING CHURCH OUTREACH**

Every advertisement supports the church's outreach, strengthening and informing its members and broader audiences.

## **PARTNERSHIP IN PURPOSE**

Advertising with UCom is a partnership that aligns business goals with meaningful ministry and community engagement.





## What's New in 2026

- Full-width newsletter placements
- Standardized bulk discounts
- Cleaned database means newsletters sent to actual people and not unused email boxes

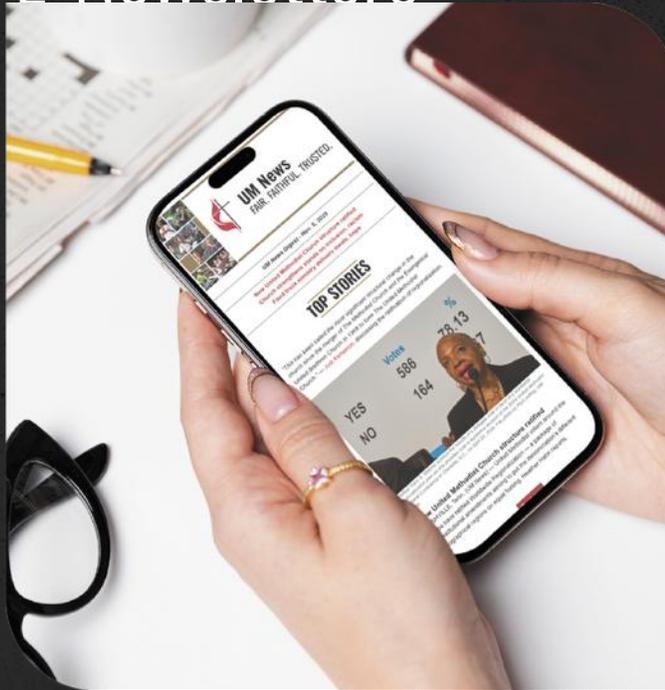


# ADVERTISING OPPORTUNITIES

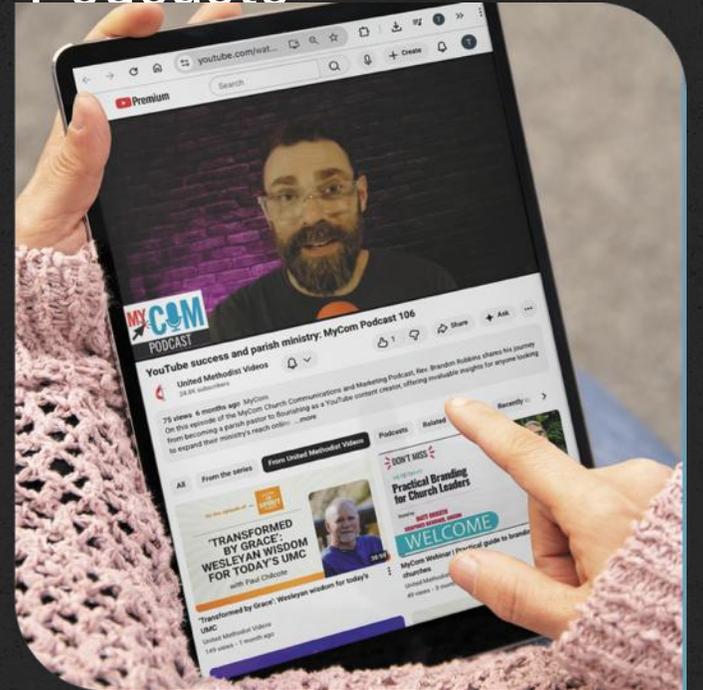
## Websites



## E-Newsletters



## Podcasts



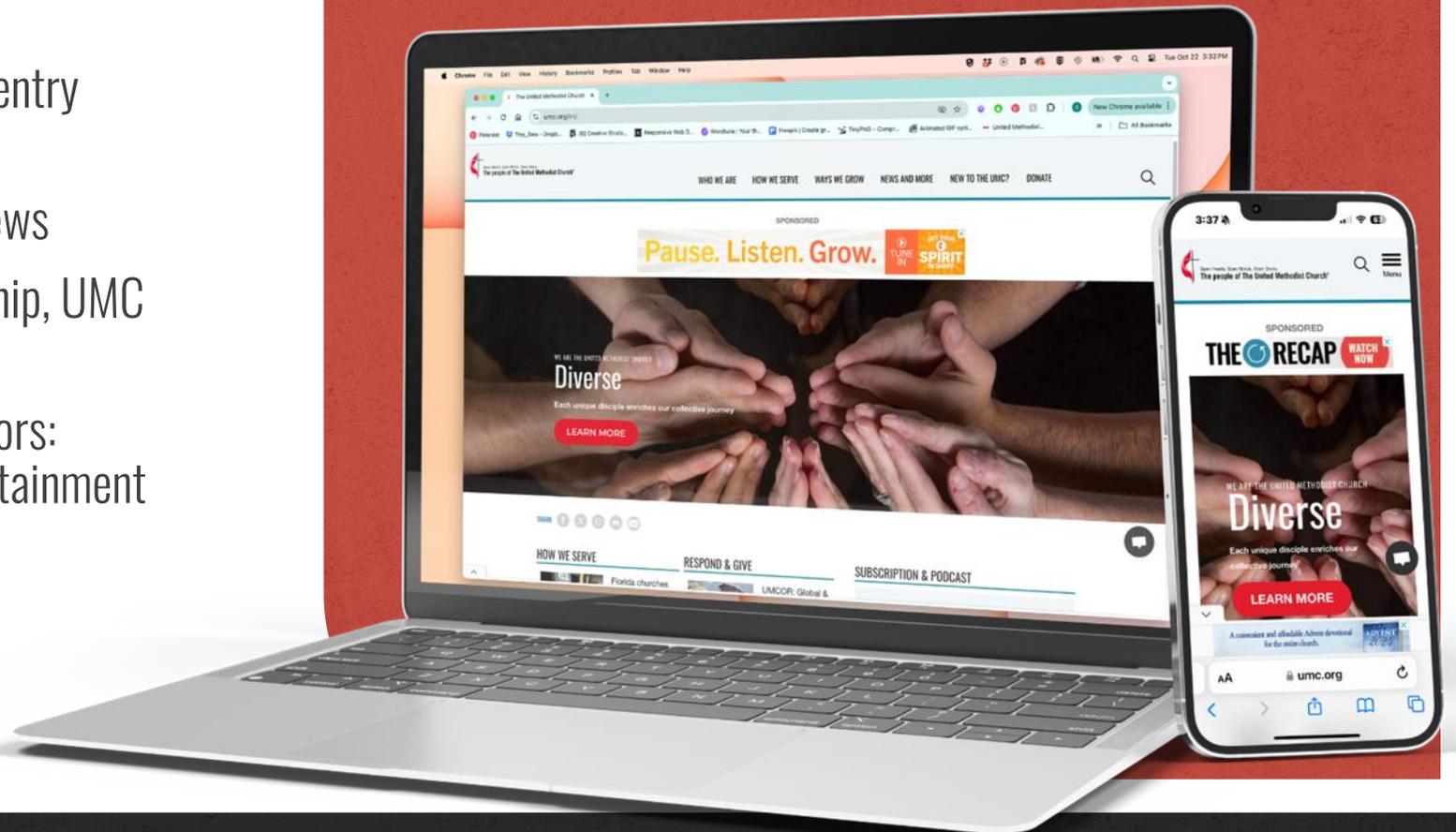
# WEBSITES

## UMC.org

- Member-focused content with entry points for seekers
- 710K average monthly page views
- Popular topics: Where to Worship, UMC Calendar, What We Believe
- Top consumer interests of visitors: Cooking, news, shopping, entertainment

3.4M site visitors in the past year

64%	Mobile sessions	27%	age 18-34
61%	Female	34%	age 35-54
39%	Male	39%	age 55+



# WEBSITES

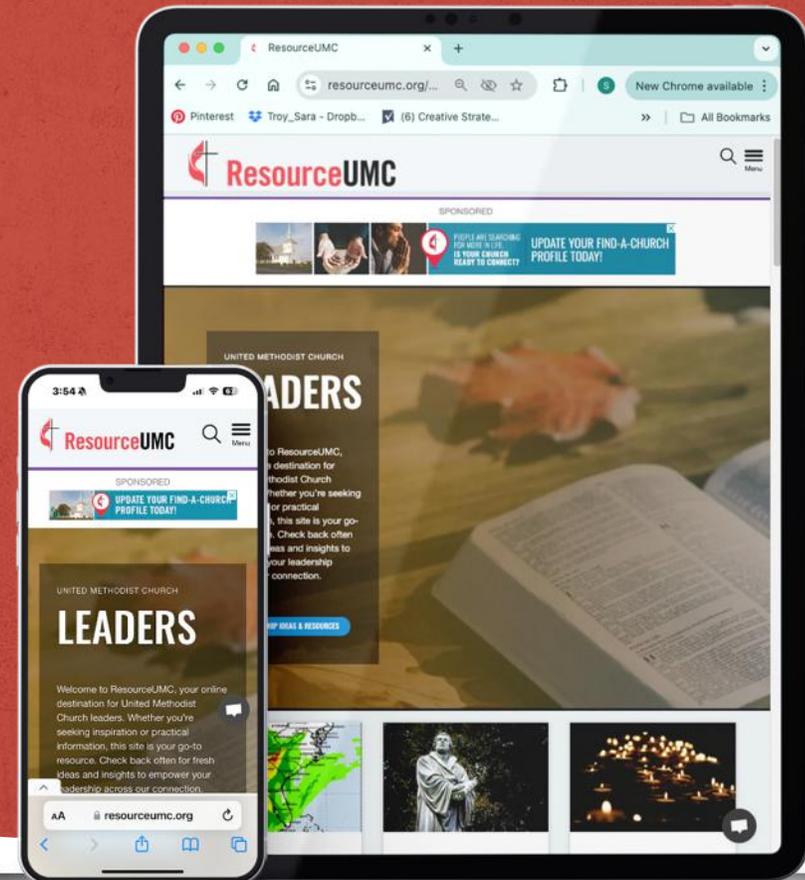


## ResourceUMC

- Church leader content curated from all 13 UMC agencies
- Popular topics: United Methodism, giving resources and Spanish-language prayers
- Spanish-language browsers make up 26% of all active site users
- Top consumer interests of visitors: Technology, photography, news, entertainment

1.3M active site users in past year

65%	Mobile sessions	30%	age 18-34
63%	Female	35%	age 35-54
37%	Male	35%	age 55+



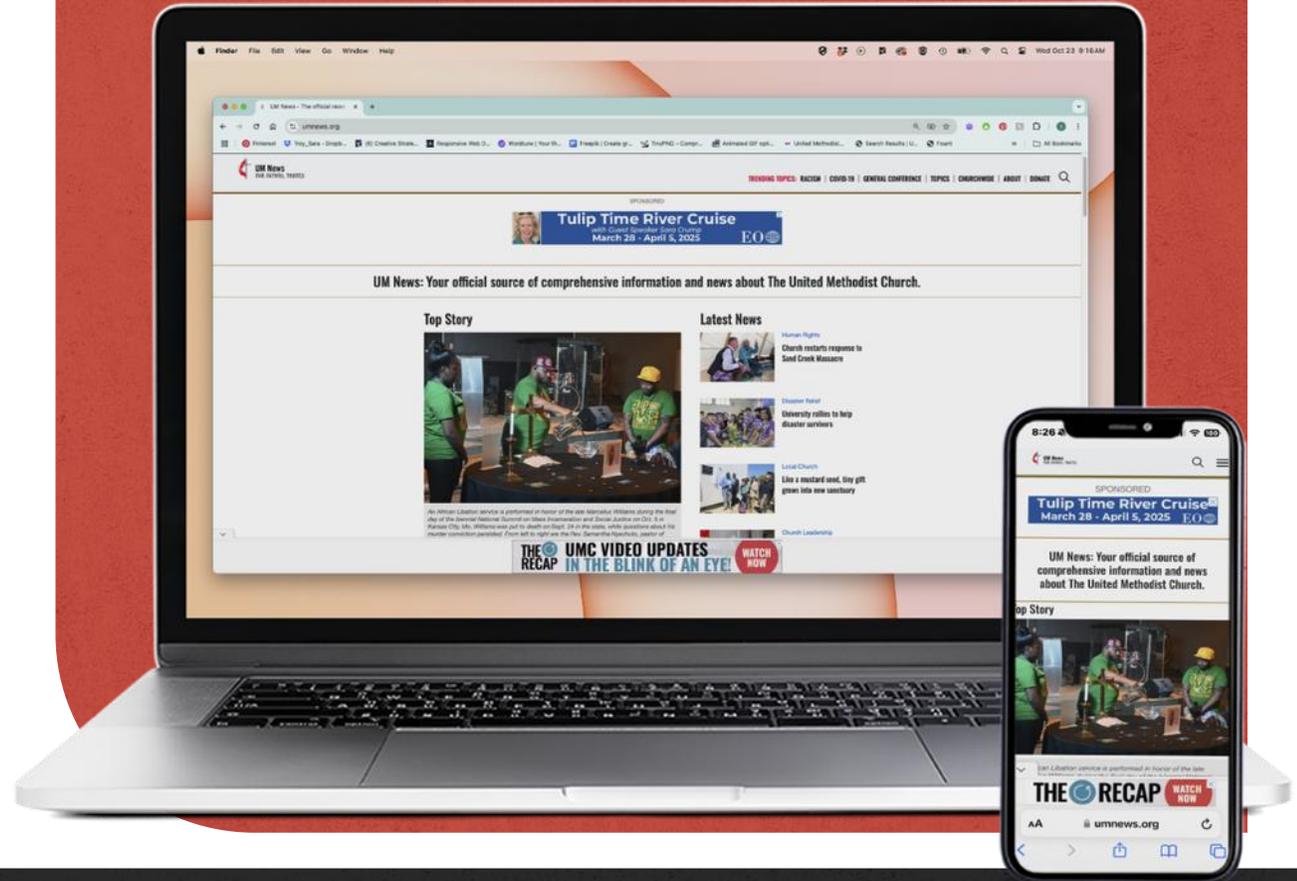
# WEBSITES



- 180K average monthly page views
- Popular topics: Lent in Korean, legal issues, bishops
- Korean-language browsers make up 6.8% of all active users
- Top consumer interests of visitors: Cooking, investing, politics, travel

1.1M active site visitors in past year

68%	Mobile sessions	20%	age 18-34
55%	Female	35%	age 35-54
45%	Male	45%	age 55+



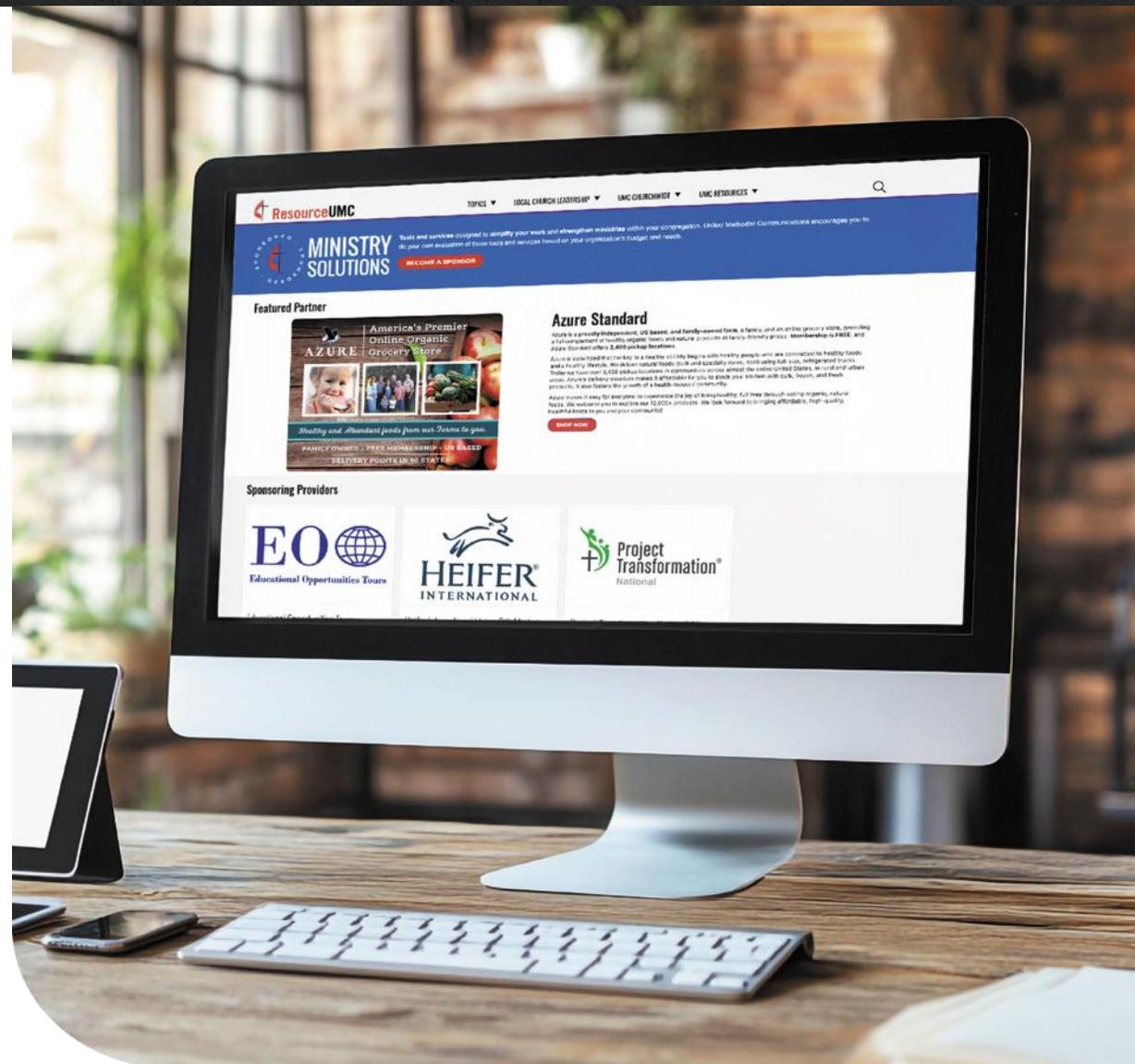
# WEBSITES



Showcasing businesses and organizations offering resources to help clergy and local churches conduct their ministry

- Multiple levels of sponsored listings
- Dedicated page for each listing
- Options for full- or half-year placements
- Embedded video options available

[ResourceUMC.org/Ministry-Solutions](https://ResourceUMC.org/Ministry-Solutions)



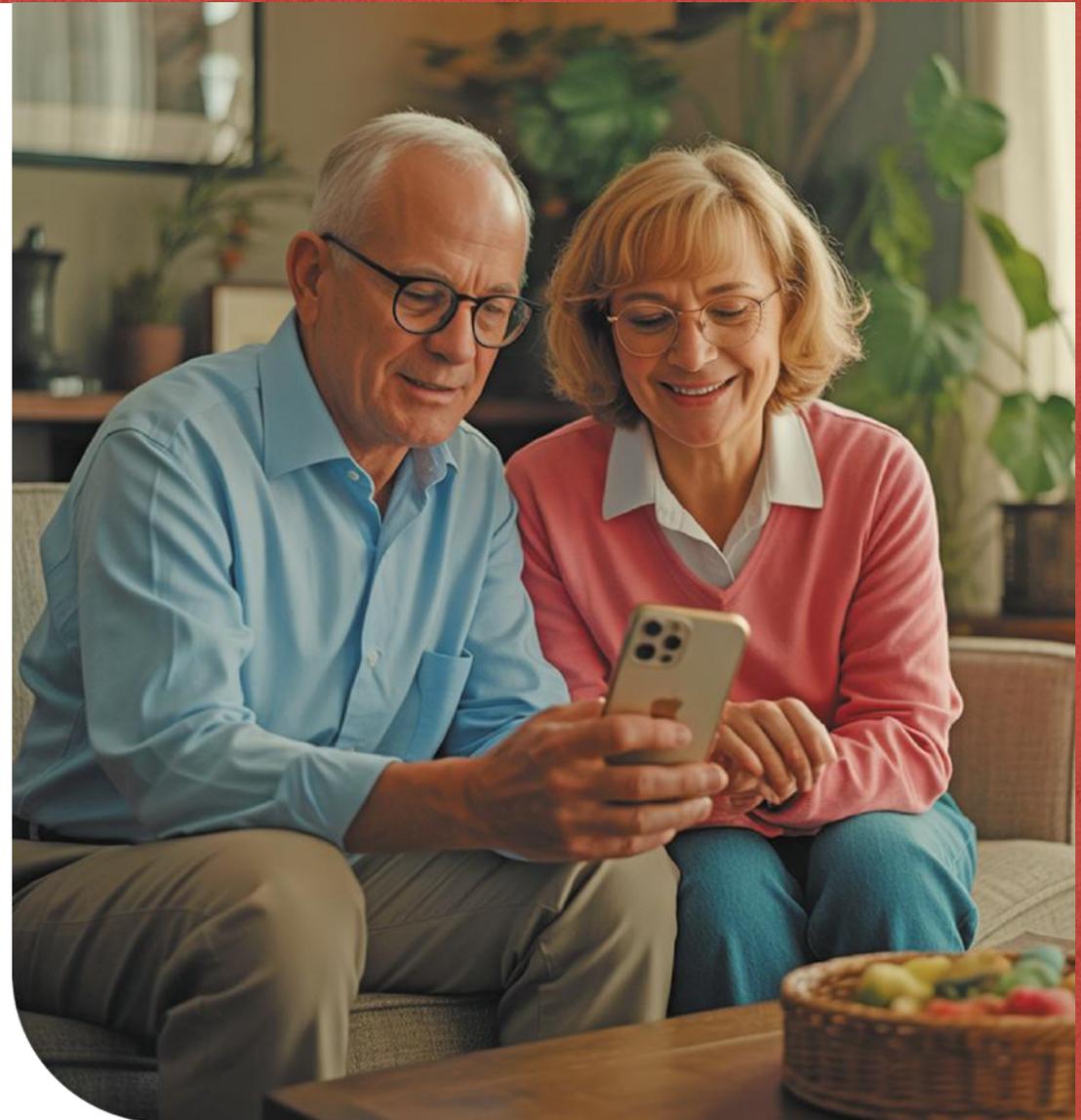
# E-NEWSLETTERS



## UM News Digest

FAIR. FAITHFUL. TRUSTED.

- **56K recipients**
- Now all recipients receiving 3x per week (some exceptions apply)
- Read primarily by church leaders
- Open rate higher than the industry benchmark

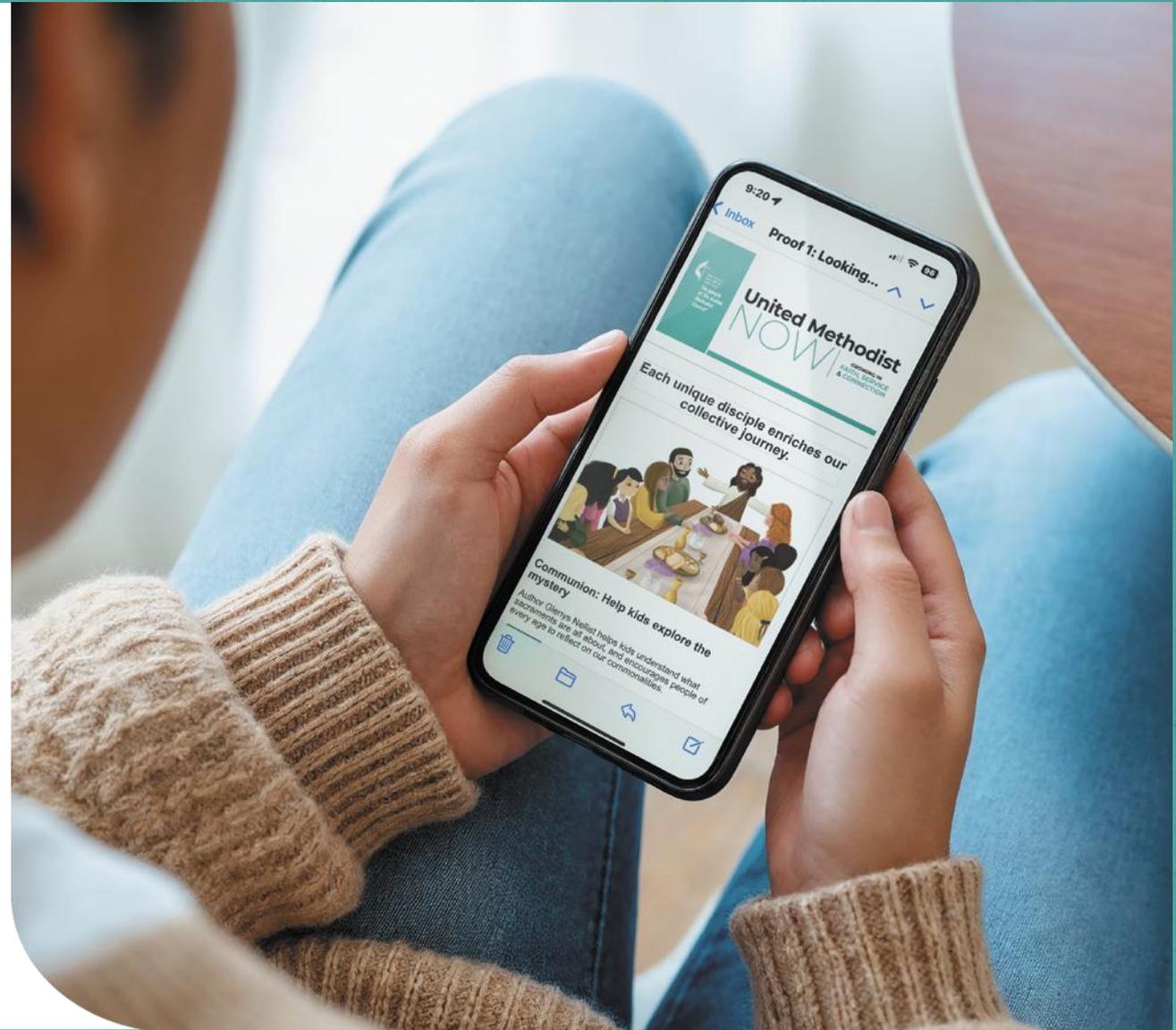


# E-NEWSLETTERS

## United Methodist NOW

GROWING IN  
FAITH, SERVICE  
& CONNECTION

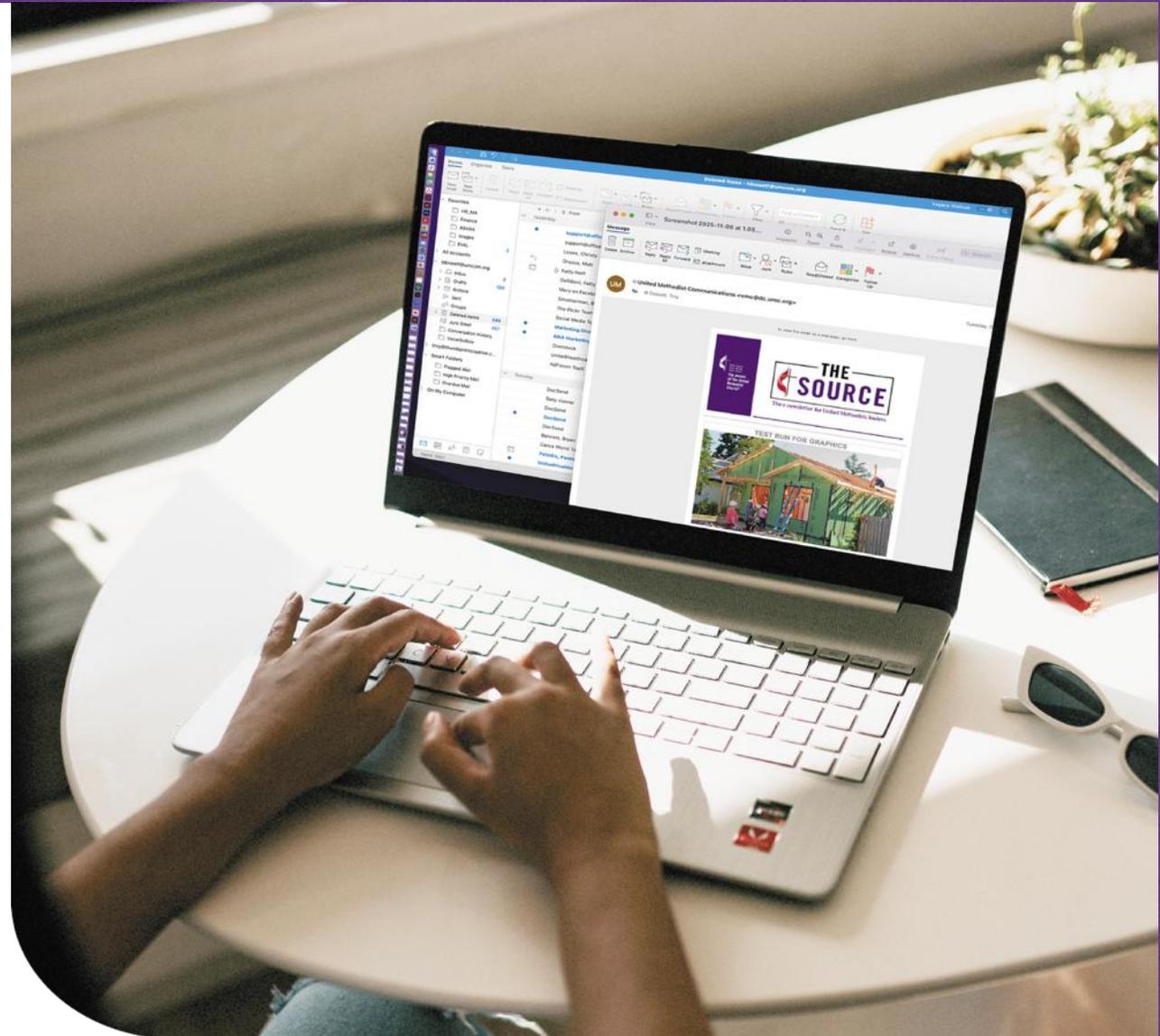
- **95K recipients**
- Delivered every 2 weeks
- Members interested in United Methodist beliefs, prayer and Christian living



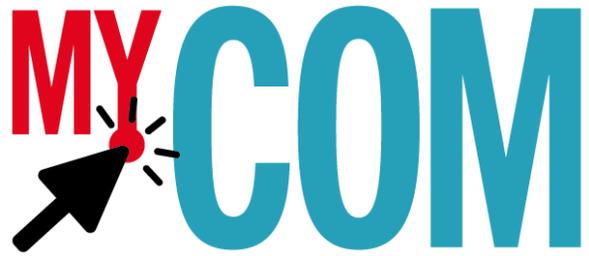
# E-NEWSLETTERS



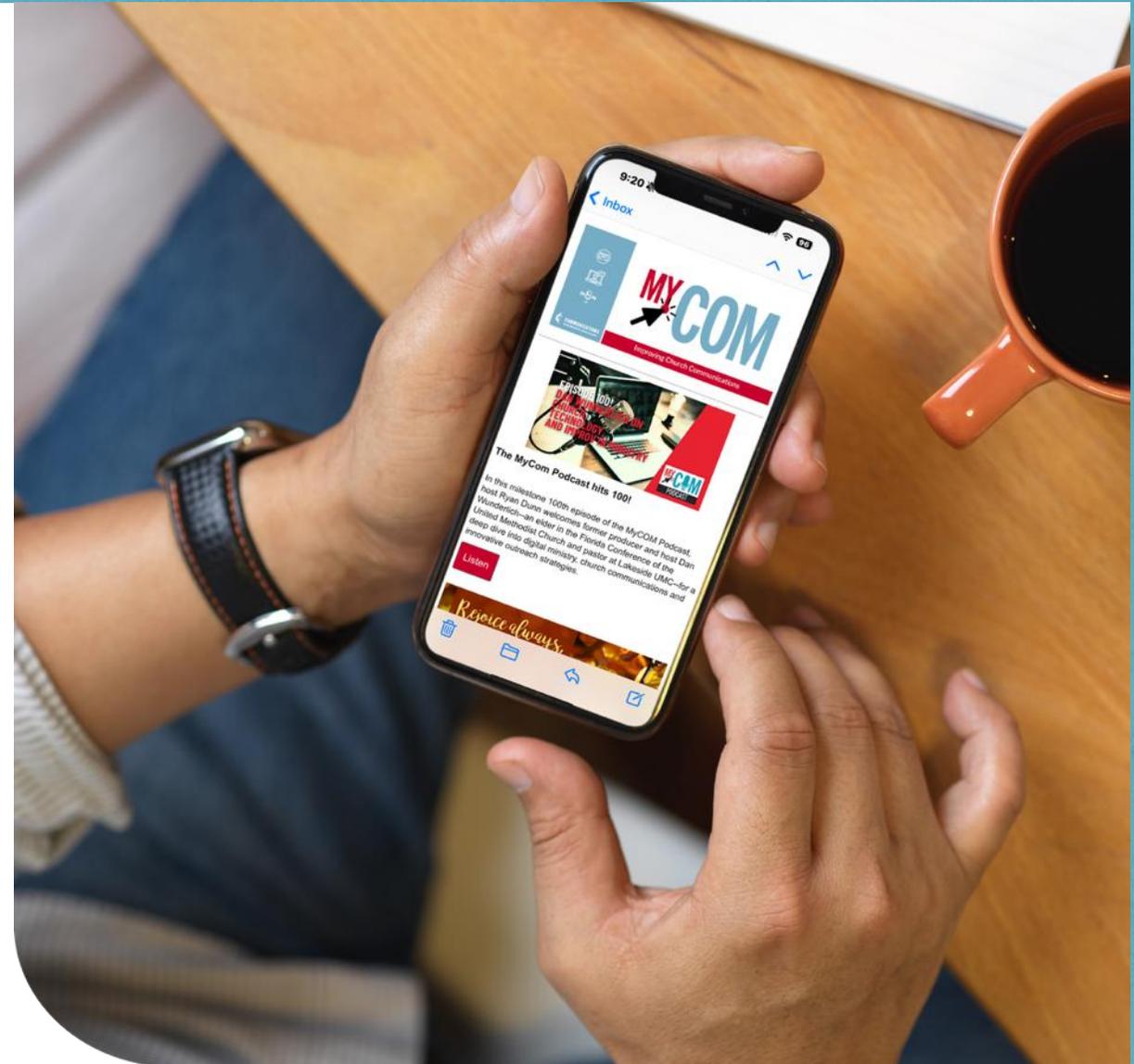
- **14K recipients**
- Delivered twice monthly
- The inter-agency newsletter for church leaders, both clergy and laypeople, providing the latest resources from across the denomination
- Open rate is more than the industry benchmark



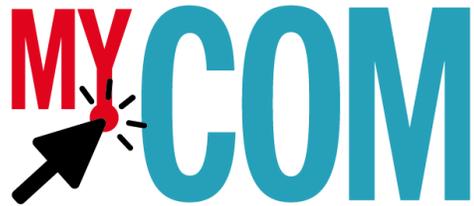
# E-NEWSLETTERS



- **27K recipients**
- Delivered every 2 weeks
- Leaders (27% clergy) interested in tips and information that will help their church improve communications and grow
- 43% of subscribers surveyed say they forward issues to others



# PODCASTS



MyCom podcast episodes are released once a month, typically correlating with the second issue of the bi-monthly MyCom e-newsletter.

MyCom teaches communities of faith how to effectively find their audience and share their story. It includes interviews with savvy church marketers, pastors and leaders with support from many others who offer expert advice on outreach, communications, social media and new technology. Conversations are practical in nature, yet casual and fun!

**Average initial 7-day downloads: 112**  
**Average lifetime downloads: 333/episode**



Get Your Spirit in Shape (GYSIS) episodes are released twice each month. Speaking directly to members of The United Methodist Church, the podcast seeks to strengthen the spiritual life of its listeners. GYSIS welcomes authors, pastors, bishops and more, all who share what has helped them along their spiritual journey.

**Average initial 7-day downloads: 438**  
**Average lifetime downloads: 721/episode**



Numbers include downloads via Apple Podcasts, Chrome, Overcast, Podcast Addict, Wget and other platforms. The podcasts are available on additional platforms, such as Spotify, whose numbers are not included here. Video formats for these podcasts may also be viewed on YouTube and our websites.



# AD SPECIFICATIONS

## Banner pixel sizes

Resolution:	80-125 PPI
Format:	JPG (preferred) or PNG
Max file size:	100KB
All web site headers:	970x90, 728x90, 320x50*
All web site footers:	970x250, 728x90, 320x50
Web standard placement:	300x250
MyCom, The Source standard:	300x250
UM Now, Digest standard:	200x200
Newsletter full width:	600x90

\*On some ResourceUMC.org and UMC.org pages, a mid-page placement is substituted for the header.

Design services are available for an additional fee.

Ads with a white or transparent background require a thin, dark outer border.

Send a web address (URL) to which your ad should be linked. We encourage use of UTM codes for DIY metrics in real time.

Ads designed in languages other than English require a supporting translation provided in a text document.

Creative deadline is 10 business days in advance, unless otherwise specified.

Podcast scripts or talking points are due three weeks in advance of podcast publication. Pre-rolls run for 0:15, mid-rolls are up to 0:60 and end-rolls are 0:30.



# ADVERTISING POLICIES

## General Ad Policy

Advertising for all publications must conform to the Social Principles of The United Methodist Church and is subject to editorial approval. All ads, as much as possible, should reflect the cultural diversity that exists within the church. Policy prohibits promoting programs or resources that are in direct competition with official United Methodist programs or resources.

All advertisements must comply with all applicable federal, state and local laws and regulations and endorse no political agenda. UCom reserves the right to refuse ads that do not comply with these policies or refuse ads deemed inappropriate or unacceptable. UCom is not liable for any costs relative to a rejected ad.

No ad will be published without execution of a valid advertising contract. New advertisers must pay for the first month of placements in advance of publication. Subsequent ads may be invoiced by UCom and/or ad selling agency directly upon publication.

## Payment/Delinquency

All invoices for ads should be paid within 30 days of invoice date. If payment is not received, accounts are marked delinquent. UCom will initiate contact to inform advertiser of delinquent status. Delinquency is subject to rejection of future ads. Furthermore, delinquent accounts with ads under contract (such as annual contracts) may have ads pulled from the schedule.

## Cancellation/Change Policy

Written requests for ad cancellation or placement changes may not be accepted after the reservation deadline and will be charged at contracted rate for any vacant contracted position. Fees of \$50/occurrence for: materials submitted after deadline and changes to submitted ad (size, text, design). All requests and authorizations must be submitted in writing. Design services from UCom are available for an additional hourly design fee.

## Indemnification

In consideration of publication of an advertisement, the advertiser and the agency jointly and severally will indemnify and hold harmless UCom, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including (without limitation) claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.



# FOR MORE INFORMATION, CONTACT:

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615.742.5145  
ads@UMCom.org



**COMMUNICATIONS**  
United Methodist Communications

THE UNITED METHODIST CHURCH

