2020

MEDI KIT

Connecting you with church members, clergy, leaders & influencers

COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH
2020

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Connecting you with church members, clergy, leaders & influencers

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COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH
United Methodist Communications’ award-winning Christian content serves an educated, affluent United Methodist audience in 125 countries through official denominational websites, e-newsletters, podcasts, social media channels and other platforms. Clergy, staff, leaders and members consistently rank United Methodist Communications (UMCom) as their first source for church and ministry information.

Placing ads across our media will build more than awareness; it will establish a relationship between your brand and our audience, optimally moving them from qualified lead to consumer.
Target relevant prospects by connecting with the largest U.S. mainline Protestant denomination and the third-largest globally.

- **2.1 million** total monthly website pageviews
- **944K** total monthly mobile pageviews
- **167K** total ad-supported e-newsletter subscribers
- **622K** total followers on social media
New this Year

• New leader e-newsletter: *The Source*

• New design and ad sizes for UMC.org and *MyCom*

• Higher traffic due to UMC General Conference in May

• Discounted non-guaranteed positioning
Member-focused content
Redesigned December 2019
1.4M average monthly pageviews
Popular topics: *Book of Discipline*, baptism, VBS, lectionary, preschool
Other interests of visitors: Cooking, news, home décor, entertainment

5.4M users in the past year
52% mobile sessions
61% male
39% female
20% age 18-34
34% age 35-54
46% age 55+
Curated content for church leaders from all UMC agencies

Popular topics: Communications and marketing, worship, Christian education

Other interests of visitors: Cooking, news, home décor, entertainment

ResourceUMC.org

Launched in 2019

185K users in first six months

46% mobile sessions

61% male

39% female

20% age 18-34

33% age 35-54

47% age 55+
551K average monthly pageviews
Popular search topics: General Conference, annual conference
Other interests of visitors: Cooking, home décor, entertainment

UMNews.org

2.4M users in the past year
61% mobile sessions
62% male
38% female

14% age 18-34
36% age 35-54
50% age 55+
A comprehensive site for persons looking for an institution serving United Methodist students

More than 5K users

Multiple levels of sponsored school listings

Options for full- or half-year placement terms
UM News Daily Digest

• Delivered Monday-Friday (some exceptions apply)

• Read primarily by church leaders with 20% being clergy

• Readers interested in denominational news and social issues

32K subscribers
41% average opens
United Methodist Now

- Delivered every two weeks
- Members interested in United Methodist beliefs, history and stories of faith

81K subscribers
36% average opens
• Delivered every two weeks

• Leaders interested in tips and information that will help their church grow and improve communication

MyCom

42K subscribers

34% average opens
The Source

- New e-newsletter for all church leaders
- Delivered every two weeks

12K subscribers and growing
More than 45% of delivered are opened
**Websites**

<table>
<thead>
<tr>
<th><strong>UMC.org</strong></th>
<th><strong>ResourceUMC.org</strong></th>
<th><strong>UMNews.org</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Header - $12 CPM</td>
<td>• Header - $13 CPM</td>
<td>• Header - $12 CPM</td>
</tr>
<tr>
<td>• 300x250 - $10 CPM</td>
<td>• 300x250 - $11 CPM</td>
<td>• 300x250 - $10 CPM</td>
</tr>
<tr>
<td>• Footer - $5 CPM</td>
<td>• Footer - $6 CPM</td>
<td>• Footer - $5 CPM</td>
</tr>
<tr>
<td>• 100k impressions minimum</td>
<td>• 25k impressions minimum</td>
<td>• Skyscraper - $8 CPM</td>
</tr>
</tbody>
</table>

We would be happy to work out special rates for bulk purchases and extended campaigns.
## E-Newsletters RATES

<table>
<thead>
<tr>
<th>News and Member Audiences</th>
<th>Leader Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UM News Daily Digest</strong></td>
<td><strong>MyCom</strong></td>
</tr>
<tr>
<td>$600/week</td>
<td>$750/rectangle</td>
</tr>
<tr>
<td>News delivered Mon-Fri</td>
<td>Every other week marketing &amp; communication tips</td>
</tr>
<tr>
<td></td>
<td>Full width placement available for $1,500/issue.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>United Methodist Now</strong></th>
<th><strong>The Source</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$700/square</td>
<td>$500/rectangle</td>
</tr>
<tr>
<td>Every other week to UM member audience</td>
<td>Every other week to UM church leaders</td>
</tr>
<tr>
<td>Full width placement available for $2,000/issue.</td>
<td>Full width placement available for $1,000/issue.</td>
</tr>
</tbody>
</table>

Exact publication schedule may vary. Please contact sales agent to confirm dates.
We would be happy to work out special rates for bulk purchases and extended campaigns. The items and rates above are given as examples and may vary due to availability and other customizations.
**Additions**

- Guarantee top row in e-newsletters - $50/week
- Geo-targeting - $1 CPM (may need large geographic area to meet minimum impressions)
- Creative design - $75/hour for two hours of design assistance including initial discovery, two proofs and a final set of art files.

**Discounts**

- Non-guaranteed inventory ½ off CPM. Billed on actual amount delivered.
- Additional discounts may be available for bulk orders. Speak to your sales rep for details.
Specifications

Banner sizes

728x90 (leaderboard) header or full-width e-newsletters
300x250 web and leader e-newsletter placements
300x600 placement on UMNews.org homepage only
970x250 footer and mid-page placements
517x68 header, footer, mid-page on tablets
280x45 header, footer, mid-page on mobile
200x200 (Daily Digest and UMNow)

Note: On some ResourceUMC.org and UMC.org pages, a mid-page 970x250 is substituted for the header.
Design services are available for an additional fee.

Resolution: 72+ DPI
Format: JPG or PNG
Max file size: 100KB

Ads with a white background require a thin dark outer border.

Send a web address to link your ad. We encourage use of Google tagging for DIY metrics in real time.

Ads designed in languages other than English require a supporting translation provided in a text document.
Examples of Top Performing Ad
PAYMENT/DELINQUENCY
All invoices for ads should be paid within 30 days of invoice date. If payment is not received, accounts are marked delinquent. UMCom 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 are not accepted after the reservation deadline. Fees of $50/occurrence for: materials submitted after deadline; changes to submitted ad (size, placement, text, design). All requests and authorizations must be submitted in writing. Design services from UMCom 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 UMCom, 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.

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. UMCom reserves the right to refuse ads that do not comply with these policies or refuse ads deemed inappropriate or unacceptable. UMCom 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 complete a credit application form and provide appropriate financial information to UMCom. Upon credit approval, subsequent ads can be invoiced by UMCom and/or ad agency directly upon publication.
We will help you reach a diverse, relevant audience

- Decision-makers
- Leaders
- Book buyers
- Politically active
- Social justice interest
- Missional
- Leader development interest
- Graduate Degrees