UNITED METHODIST COMMUNICATIONS

2021 MEDIA KIT

Connecting you with church members, clergy, leaders and influencers

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COMMUNICATIONS
United Methodist Communications
THE UNITED METHODIST CHURCH
United Methodist Communications’ (UMCom) 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 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 mainline Protestant denomination and the third-largest globally.

- **1.25 million** monthly website page views
- **3.8 million** monthly web display ad impressions
- **181K** ad-supported e-newsletter subscribers
- **652K** followers on our largest social media account
New in 2021

• Higher traffic to UMC websites due to General Conference in August 2021

• Redesigned School Showcase

• HTML5 video placements

• Podcast sponsorships
UMC.org

Member-focused content
Redesigned in December 2019
825K average monthly page views
Popular topics: Where to Worship, Ask the UMC, What We Believe
Top affinity or consumer interests of visitors: Cooking, news, home décor, entertainment

5.4M site visitors in the past year
52% mobile sessions

62% Female
38% Male

22% age 18-34
27% age 35-54
50% age 55+
ResourceUMC.org
Launched in 2019

655K site visitors in the past year
56% mobile sessions

- 62% Female
- 38% Male

- 26% age 18-34
- 31% age 35-54
- 43% age 55+

Church leader content curated from all UMC agencies

Popular topics: Communications, General Conference and COVID-19

Top affinity or consumer interests of visitors: Cooking, news, home décor, entertainment
Websites

UMNews.org

1.7M site visitors in the past year
61% mobile sessions

317K average monthly page views
42% of site visitors are local church volunteer leaders
23% of site visitors are pastors (active or retired)
54% of site visitors share articles

Popular search topics: General Conference, UMCOR, missionary
Top affinity or consumer interests of visitors: Cooking, home décor, entertainment, online video

63% Female
37% Male

19% age 18-34
31% age 35-54
50% age 55+
UMC.org/schools

A comprehensive website for persons looking for an institution serving United Methodist Students.

4K site visitors in the past year

Newly redesigned
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, 20% being clergy

Readers interested in denominational news and social issues

E-Newsletters

35K subscribers 42% average opens
Delivered every 2 weeks

Members interested in United Methodist beliefs, prayer and Christian living

Majority of readers are older adults (55+)

85% of readers click links

51% of readers share content

89K subscribers

38% average opens

E-Newsletters
Delivered every 2 weeks

Leadership interested in tips and information that will help their church improve communications and grow

E-Newsletters

43K subscribers

30% average opens
Delivered every 2 weeks
New e-newsletter for all church leaders

13K subscribers
49% average opens
Get Your Spirit in Shape

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. Hosted by the Rev. Joe Iovino, UMCom’s manager of member communications, GYSIS welcomes authors, pastors, bishops and more, all who share what has helped them along their spiritual journey.

Podcast sponsorships are now available, though only as part of larger packages.
MyCom Podcast

MyCom podcast episodes are released once each month, correlating with the second issue of the bi-monthly MyCom e-newsletter, in which the podcast is promoted. MyCom teaches communities of faith how to effectively find their audience and share their story with the world. It includes interviews with savvy church marketers, pastors and leaders with support from MyCom writers, authors and many others who offer expert advice on outreach ideas, communications, social media and new technology. Conversations are practical in nature, yet casual and fun!

Podcast sponsorships are now available, though only as part of larger packages.
# Rates - Websites

## UMC.org
- **Header** - $11 CPM
- 300x250 - $9 CPM
- **Footer** - $4 CPM
- 100k impressions minimum

## ResourceUMC.org
- **Header** - $13 CPM
- 300x250 - $11 CPM
- **Footer** - $6 CPM
- 25k impressions minimum

## UMNews.org
- **Header** - $12 CPM
- 300x250 - $10 CPM
- **Skyscraper** - $8 CPM
- **Footer** - $5 CPM
- 50k impressions minimum

## UMC.org/schools
- Top tier listing (rotate up to 4; featured throughout, includes standard listing) - $3,000 for six months, $4,500 for full year
- Tier two listing (standard listing boosted to top) - $1,250 for six months, $1,875 for full year
- Standard listing - $750 for six months; $1,250 for entire year
- All sponsored listings include 300x250 to appear in rotation on UMC.org homepage. Higher tiers will receive greater frequency.
# Rates – E-Newsletters

## News and Member Audiences

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Rate</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>UM News Daily Digest</td>
<td>$600/week</td>
<td>News delivered Mon-Fri</td>
</tr>
<tr>
<td>United Methodist Now</td>
<td>$625/square</td>
<td>Every other week to UM member audience</td>
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<tr>
<td></td>
<td></td>
<td>Full width placement available for $1,750/issue.</td>
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</tbody>
</table>

## Leader Audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>Rate</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyCom</td>
<td>$775/rectangle</td>
<td>Every other week marketing &amp; communication tips</td>
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<tr>
<td></td>
<td></td>
<td>Full width placement available for $1,500/issue.</td>
</tr>
<tr>
<td>The Source</td>
<td>$525/rectangle</td>
<td>Every other week to UM church leaders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full width placement available for $1,000/issue.</td>
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</tbody>
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Exact publication schedule may vary. Please contact sales agent to confirm dates.
## Packages

<table>
<thead>
<tr>
<th>Packages</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>Member Package - $3,250</strong></td>
<td></td>
</tr>
<tr>
<td>- UMC.org 300x200 – 200K impressions</td>
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<tr>
<td>- Two issues of UMNow 200x200</td>
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<tr>
<td>- Two episodes of GYSIS Podcast, pre-roll and mid-roll</td>
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<tr>
<td><strong>Leader Package - $3,600</strong></td>
<td></td>
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<tr>
<td>- ResourceUMC.org 300x250 – 100K impressions</td>
<td></td>
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<tr>
<td>- Two issues each of MyCom and The Source e-newsletters</td>
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<tr>
<td>- One episode of MyCom Podcast, pre-roll and mid-roll</td>
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<tr>
<td><strong>News Package - $5,000</strong></td>
<td></td>
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<tr>
<td>- UMNews.org 300x250 – 100K impressions</td>
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<tr>
<td>- UMC.org 300x250 – 200K impressions</td>
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<tr>
<td>- Daily Digest – 4-5 weeks, depending on month and availability</td>
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<tr>
<td><strong>All Email Package - $4,750</strong></td>
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<tr>
<td>- Two weeks in each e-newsletter</td>
<td></td>
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<tr>
<td>- UM News Daily Digest</td>
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<td>- UM Now</td>
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<td>- The Source</td>
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We are 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 and Discounts

Additions

• Guarantee top row in e-newsletters - $50/week
• Geo-targeting - $1 CPM added (may need large geographic area to meet minimum impressions)
• HTML5 video - $1.50 CPM added
• 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 remnant inventory ½ off CPM; billed on actual amount delivered.
• Additional discounts may be available for bulk orders; contact us for details.
Specifications

Banner pixel 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, the mid-page placement 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.
The Fine Print

**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 pay for the first month of placements in advance of publication. Subsequent ads may be invoiced by UMCom and/or ad 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. 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, and 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.
Ad Sizing – UMC.org/schools
Ad Sizing – E-Newsletters

United Methodist Now

UM News Daily Digest
FOR MORE INFORMATION, CONTACT:
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