UNITED METHODIST COMMUNICATIONS

2022 MEDIA KIT

Connecting you with church members, clergy, leaders and influencers

Andrew Schleicher
Senior Specialist, Marketing & Sales
615.742.5145
ads@UMCom.org
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.

1.2 million monthly website page views
4.0 million monthly web display ad impressions
264K ad-supported e-newsletter subscribers
704K followers on our largest social media account
New Highlights

• Higher traffic to UMC websites due to General Conference, scheduled for Aug. 29-Sept. 6

• Pastoring in the Digital Parish podcast

• Videos in School Showcase

• Expanded reach of UM News Friday Digest

• Options for takeovers
Member-focused content
Redesigned in December 2019
791K average monthly page views
Popular topics: Where to Worship, Ask the UMC, What We Believe
Top affinity or consumer interests of visitors: Cooking, pets, home décor, entertainment

3.7M site visitors in the past year
58% mobile sessions

59% Female
41% Male

28% age 18-34
30% age 35-54
42% age 55+
ResourceUMC.org

Church leader content curated from all 13 UMC agencies

Popular topics: Communications, sermon topics and Spanish-language resources

Top affinity or consumer interests of visitors: Cooking, women’s apparel, entertainment

905K site visitors in the past year
52% mobile sessions

60% Female
40% Male

37% age 18-34
32% age 35-54
31% age 55+

Websites
1.3M site visitors in the past year
61% mobile sessions

210K 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 topics: General Conference, Korean-language news, Spanish-language news

Top affinity or consumer interests of visitors: Cooking, home décor, entertainment, online video

58% Female
42% Male

28% age 18-34
32% age 35-54
40% age 55+
UMC.org/schools

A comprehensive website for persons looking for an institution serving United Methodist students

13K page views in the past year

Multiple levels of sponsored school listings
Options for full- or half-year placement terms
Ability to place video on the page

Websites
Delivered Monday-Friday (some exceptions apply)

Read primarily by church leaders, 20% being clergy

Friday Digest now has expanded readership and larger ad spots that are higher up

UM News Daily Digest

48K subscribers 36% average opens

E-Newsletters
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

United Methodist Now

113K subscribers 31% average opens

E-Newsletters
Delivered every 2 weeks

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

51K subscribers 25% average opens

E-Newsletters
Delivered every 2 weeks
Church leaders, both clergy and laypeople, seeking details about the latest resources from across the denomination.
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.

Average initial 7-day downloads: 350*
Average all-time downloads: 900/episode

*Additional listens occur via our YouTube channel, which has 16.6K subscribers.
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!

Average initial 7-day downloads: 135*
Average all-time downloads: 350/episode

*Additional listens occur via our YouTube channel, which has 16.6K subscribers
Pastoring in the Digital Parish

The brand-new Pastoring in the Digital Parish podcast is released in seasons of 10-12 episodes. With training resources and ideas for ministry leaders growing digital communities, it’s the digital ministry class pastors weren’t offered in seminary. In each episode, the Rev. Ryan Dunn, UMCom’s minister of online engagement, talks with a digital community expert in search of answers to questions about digital discipleship, online engagement, content creation, and the future of ministry in a digital-native culture.

Average initial 7-day downloads: 55
Average all-time downloads: 90/episode

Podcast sponsorships are now available, either for the entire season or individual episodes as part of larger packages.
# Rates - Websites

<table>
<thead>
<tr>
<th>Website</th>
<th>Header Rate</th>
<th>300x250 Rate</th>
<th>Footer Rate</th>
<th>Impressions Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UMC.org</strong></td>
<td>$11 CPM</td>
<td>$9 CPM</td>
<td>$5 CPM</td>
<td>100K</td>
</tr>
<tr>
<td><strong>ResourceUMC.org</strong></td>
<td>$13 CPM</td>
<td>$11 CPM</td>
<td>$6 CPM</td>
<td>25K</td>
</tr>
<tr>
<td><strong>UMNews.org</strong></td>
<td>$13 CPM</td>
<td>$11 CPM</td>
<td>$8 CPM</td>
<td>25K</td>
</tr>
<tr>
<td>UMC.org/schools</td>
<td>$3,000 for six months, $4,500 for full year</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>$1,250 for six months, $1,875 for full year</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$750 for six months; $1,250 for full year</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>$500 for six months; $625 for full year</td>
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</tbody>
</table>

- All sponsored listings include 300x250 to appear in rotation on UMC.org homepage. Higher tiers will receive greater frequency.
- Placement on UMC.org/schools is limited to United Methodist-related schools, approved theological institutions or other schools where a United Methodist campus ministry is present.
## Rates - E-Newsletters

### News and Member Audiences

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UM News Daily Digest</td>
<td>$650/week</td>
<td>News delivered Mon-Fri</td>
</tr>
<tr>
<td>United Methodist Now</td>
<td>$625/issue</td>
<td>Every other week to UM member audience</td>
</tr>
</tbody>
</table>

### Leader Audience

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyCom</td>
<td>$800/issue</td>
<td>Every other week marketing &amp; communication tips</td>
</tr>
<tr>
<td>The Source</td>
<td>$525/issue</td>
<td>Every other week to UM church leaders</td>
</tr>
</tbody>
</table>

Exact publication schedule may vary. Please contact sales agent to confirm dates.
Packages

**Member Package - $3,000**
- UMC.org 300x250 – 200K impressions
- Two issues of UM Now 200x200
- Two episodes of GYSIS Podcast, pre-roll and mid-roll

**Leader Package - $3,600**
- ResourceUMC.org 300x250 – 100K impressions
- Two issues each of MyCom and The Source e-newsletters
- Pre-roll and mid-roll in one episode of either Pastoring in the Digital Parish or MyCom Podcast

**News Package - $4,750**
- UMNews.org 300x250 – 100K impressions
- UMC.org 300x250 – 200K impressions
- Daily Digest – 4-5 weeks, depending on month and availability

**All Email Package - $5,000**
- Two weeks in each e-newsletter
  - UM News Daily Digest
  - UM Now
  - MyCom
  - The Source

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.
## Takeovers

### ResourceUMC.org Homepage
- Appear in all ad slots on the ResourceUMC.org homepage for a set period of time or number of impressions
- $11 CPM or $500/month
- Monthly rate not available when General Conference is in session

### Mobile Page
- Be the sole ad on a mobile page
- UMC.org – $9 CPM
- UMNews.org – $11 CPM
- ResourceUMC.org - $11 CPM

### Podcast
- Be the sole sponsor of a podcast for a season or 12-episode run
- Receive mention on social media and other promotions for the sponsored podcast
- $2,500

### E-newsletter
- Buy out e-newsletter to be the only advertiser
- Two full-width ad slots
- UM News Daily Digest - $4,000
- UM Now - $3,800
- MyCom - $3,500
- The Source - $2,300

Please be advised that all of the above are contingent on availability. Because of this, we encourage anyone considering a takeover to inquire as far in advance as possible. If your chosen option above is not available, we will work with you to find the best package to meet your needs.
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)
• Spanish- or Korean-language targeting - $11 CPM (all sites, all ad slots); e-newsletter in target language also included in full-month package (contact sales rep for details)
• Podcast sponsorship - $100/episode or $1,000 for a 12-episode run in a single podcast
• 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) web header on desktops
- 640x150 (adjusts dynamically) full-width e-newsletter
- 300x250 web and 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 United Methodist Now)

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:** 80+ DPI

**Format:** JPG or PNG

**Max file size:** 100KB

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

Send a web address to which your ad should be linked. 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.

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 and mid-rolls are up to 0:60.
**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 – ResourceUMC.org
Ad Sizing – UMC.org/schools
United Methodist Now

Inspirations for Daily Living

Thank you for subscribing to UM Now and inviting others to do the same. If you are looking for a prayer for the new year, try these downloadable prayers.

New quiz: Susanna Wesley

She was born 350 years ago this January and raised two founders of the movement: John and Charles Wesley. Test your knowledge about the faith and parenting skills of Susanna Wesley.

Take quiz

Mother of Methodism video »

Advertisement

Dive deep into the history of the last days before the crucifixion

United Methodist Scholarships OPEN Jan 3 – March 7

Higher Education & Ministry

UM News Daily Digest

Ad Sizing – E-Newsletters

200x200
Ad Sizing – E-Newsletters

UM News
Friday Digest

MyCom

The Source
FOR MORE INFORMATION, CONTACT:
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