UNITED METHODIST COMMUNICATIONS

2022 MEDIA KIT

Connecting you with church members, clergy, leaders and influencers

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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

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+

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
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
Delivered Monday-Friday (some exceptions apply)

Read primarily by church leaders, 20% being clergy

Friday Digest now has expanded readership (50K) and larger ad spots higher up in each issue

**UM News Daily Digest**

36K subscribers 45% average opens

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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
Delivered every 2 weeks

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

MyCom

40K 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

14K subscribers
43% average opens
Get Your Spirit in Shape (GYYSIS) 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

### UMC.org
- Header - $11 CPM
- 300x250 - $9 CPM
- Footer - $5 CPM
- 100K impressions minimum

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

### UMNews.org
- Header - $13 CPM
- 300x250 - $11 CPM
- Skyscraper - $8 CPM
- Footer - $6 CPM
- 25K impressions minimum

### UMC.org/schools
- **Top tier listing** (up to 2 spots available; featured throughout, includes standard listing)
  - $3,000 for six months, $4,500 for full year
- **Tier two listing** (up to 6 spots available; standard listing boosted to top, ad rotation above standard listing)
  - $1,250 for six months, $1,875 for full year
- **Standard listing**
  - $750 for six months; $1,250 for full year
- **Video add on**
  - $500 for six months; $625 for full year
- 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>Details</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>
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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>$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>
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</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

<table>
<thead>
<tr>
<th><strong>ResourceUMC.org Homepage</strong></th>
<th><strong>Mobile Page</strong></th>
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<tbody>
<tr>
<td>• Appear in all ad slots on the ResourceUMC.org homepage for a set period of time or number of impressions</td>
<td>• Be the sole ad on a mobile page</td>
</tr>
<tr>
<td>• $11 CPM or $500/month</td>
<td>• UMC.org – $9 CPM</td>
</tr>
<tr>
<td>• Monthly rate not available when General Conference is in session</td>
<td>• UMNews.org – $11 CPM</td>
</tr>
<tr>
<td></td>
<td>• ResourceUMC.org - $11 CPM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Podcast</strong></th>
<th><strong>E-newsletter</strong></th>
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<tbody>
<tr>
<td>• Be the sole sponsor of a podcast for a season or 12-episode run</td>
<td>• Buy out e-newsletter to be the only advertiser</td>
</tr>
<tr>
<td>• Receive mention on social media and other promotions for the sponsored podcast</td>
<td>• Two full-width ad slots</td>
</tr>
<tr>
<td>• $2,500</td>
<td>• UM News Daily Digest - $4,000</td>
</tr>
<tr>
<td></td>
<td>• UM Now - $3,800</td>
</tr>
<tr>
<td></td>
<td>• MyCom - $3,500</td>
</tr>
<tr>
<td></td>
<td>• The Source - $2,300</td>
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</tbody>
</table>

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-, French- or Korean-language targeting - $11 CPM (all sites, all ad slots); e-newsletter in Spanish or Korean 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. May select either a 0:60 mid-roll or a combination of a 0:15 pre-roll and a 0:30 end-roll.
• 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, mid-rolls are up to 0:60 and end-rolls are 0:30.
**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

728x90

300x250

300x250

970x250

970x250
Ad Sizing – UMC.org/schools

Welcome to the Wesley School Showcase.

Here you will find United Methodist schools, seminaries, colleges and universities as well as other institutions that serve United Methodist students. We hope you will find this useful whether you are looking for a place to attend yourself or you are looking to recommend a good school to a family member, church member or friend.

Below are our sponsored listings, and you may find additional schools at the above links by category or alphabet.

Additional information about schools, seminaries, colleges and universities as well as loans and scholarships may be obtained from the United Methodist General Board of Higher Education and Ministry.
United Methodist Now

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.

When You Volunteer, We All Grow! Be a Volunteer. Volunteer Online.

United Methodist Scholarships
OPEN Jan 3 - March 7

NEWS AND FEATURES

Members of migrant caravan ‘seeking better lives’

When they reach their destination, the migrant workers’ concern is to be with their families. Their job is not to make big money, but rather to help them escape poverty in order to secure a safer and better life for them. This week, the Methodist Church of the Americas is helping to bring support to these migrants.

Prisoners board buses ahead of footpath tests

Former prisoners are being trained in the first of a new programme designed to help their reintegration into society. The programme is supported by the Prisoners’ Rehabilitation Project and the United Nations Development Programme.

Worshiping without walls in rural Zimbabwe

Many Methodists in rural areas of the country feel that the church has been separated from their people. They want to become more involved with the community and to work towards the development of their local areas.

Theological work hard work and faith

Theological education is not easy; it requires hard work and a strong faith. The students are encouraged to look for ways in which they can contribute to the development of their communities.

United Methodist Church

Worship is ‘a high level of achievement’

Worship is a key part of the Methodist Church’s mission. It plays a vital role in the spiritual life of its members. The church believes that worship should be an integral part of its life, and that it should strive to make it a joyful and meaningful experience for its members.

Language conference

Liberia downpour focused on respect

A recent downpour in Liberia was focused on respect for the environment. The rain was said to be a result of the efforts of the Methodist Church to promote respect for the natural world.

PRESS RELEASES

Washington Metropolitan Convention

Counting candles in houses of worship

Local Methodists in Washington, D.C. have been counting the candles in their churches as a way of marking the 350th anniversary of the founding of the Methodist Church. The candles are meant to symbolize the light of the Gospel shining in the world.

Homelessness and hunger

Sixth Methodist subject of new book

The Methodist Church is working to address the problem of homelessness and hunger in the U.S. A new book focuses on these issues and provides suggestions for action.

theological education & ministry

United Methodist Scholarships
OPEN Jan 3 - March 7

United Methodist News Daily Digest

Sharing news and information that would be news.

Quick links: Follow us on Twitter | Facebook | LinkedIn | YouTube

UM News Digest Daily

December 2017

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.
FOR MORE INFORMATION, CONTACT:
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