

UNITED METHODIST COMMUNICATIONS

2023 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.**

Reach an Influential Christian Audience

Target relevant prospects by connecting with the largest mainline Protestant denomination in the U.S. and the third-largest globally.



1.4 million monthly website page views

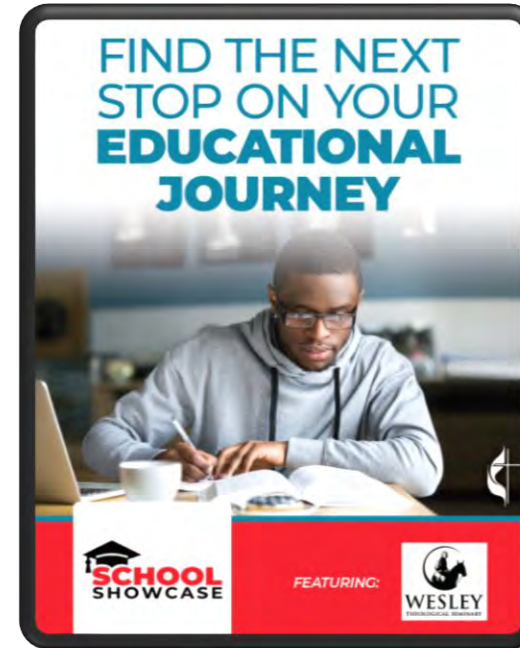
5.1 million monthly web display ad impressions

270K ad-supported e-newsletter subscribers

723K followers on our largest social media account

New Highlights

- UMC.org mobile anchor ad
- Standardized sizing
- Top tier rotator on School Showcase



UMC.org

Member-focused content

892K 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



4.4M site visitors in the past year

59% mobile sessions

59% Female

41% Male

28% age 18-34

36% age 35-54

36% age 55+

Websites

ResourceUMC.org

Church leader content curated from all 13 UMC agencies

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

Spanish-language browsers make up 26% of all site users

Top affinity or consumer interests of visitors: Cooking, education, entertainment



1.8M site visitors in the past year

71% mobile sessions

63% Female

37% Male

37% age 18-34

37% age 35-54

26% age 55+

Websites

UMNews.org

219K 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, disaffiliation, Ukraine

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

1.3M site visitors in the past year

61% mobile sessions

54% Female

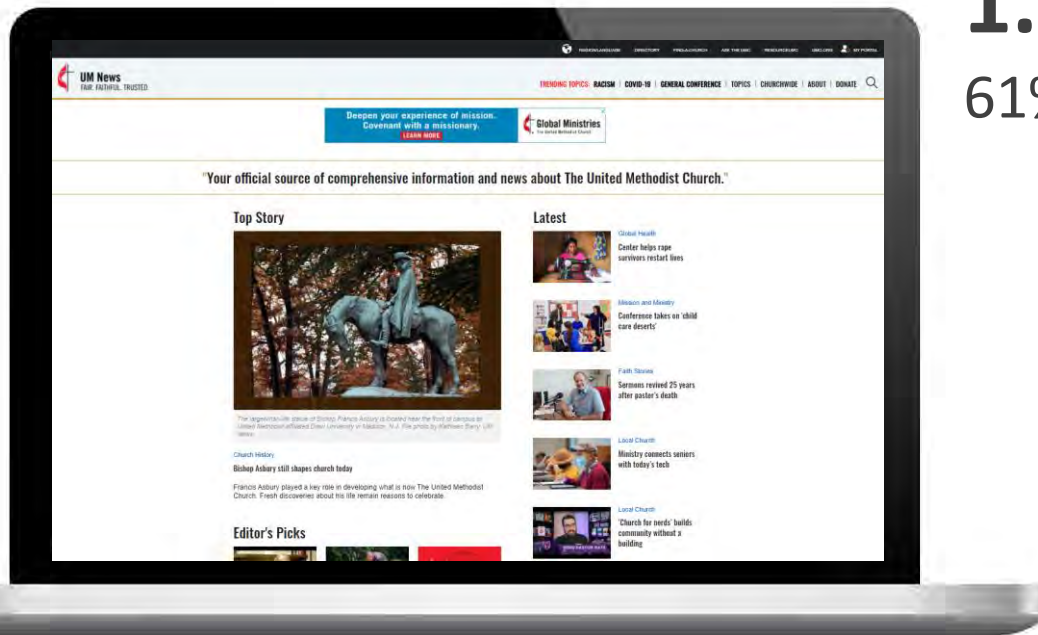
46% Male

26% age 18-34

38% age 35-54

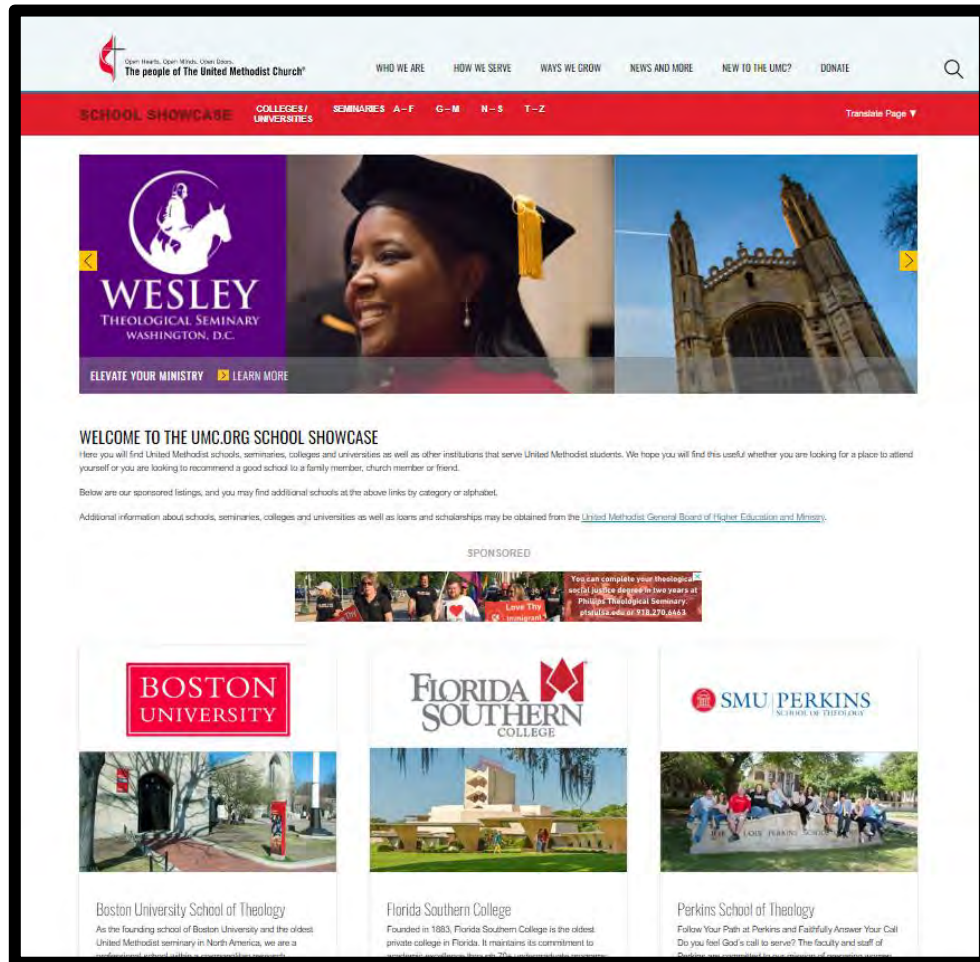
36% age 55+

Websites



UMC.org/schools

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



4.5 min. average time on page

Multiple levels of sponsored school listings
Rotating top tier banner
Options for full- or half-year placements
Embedded video options available

Websites

UM News Daily Digest

Delivered Monday-Friday
(some exceptions apply)

Read primarily by church
leaders, 20% being clergy

Open rate more than double
the industry benchmark

E-Newsletters

42K M-Th recipients

60K Fri recipients



United Methodist Now

Delivered every 2 weeks

Members interested in
United Methodist beliefs,
prayer and Christian living

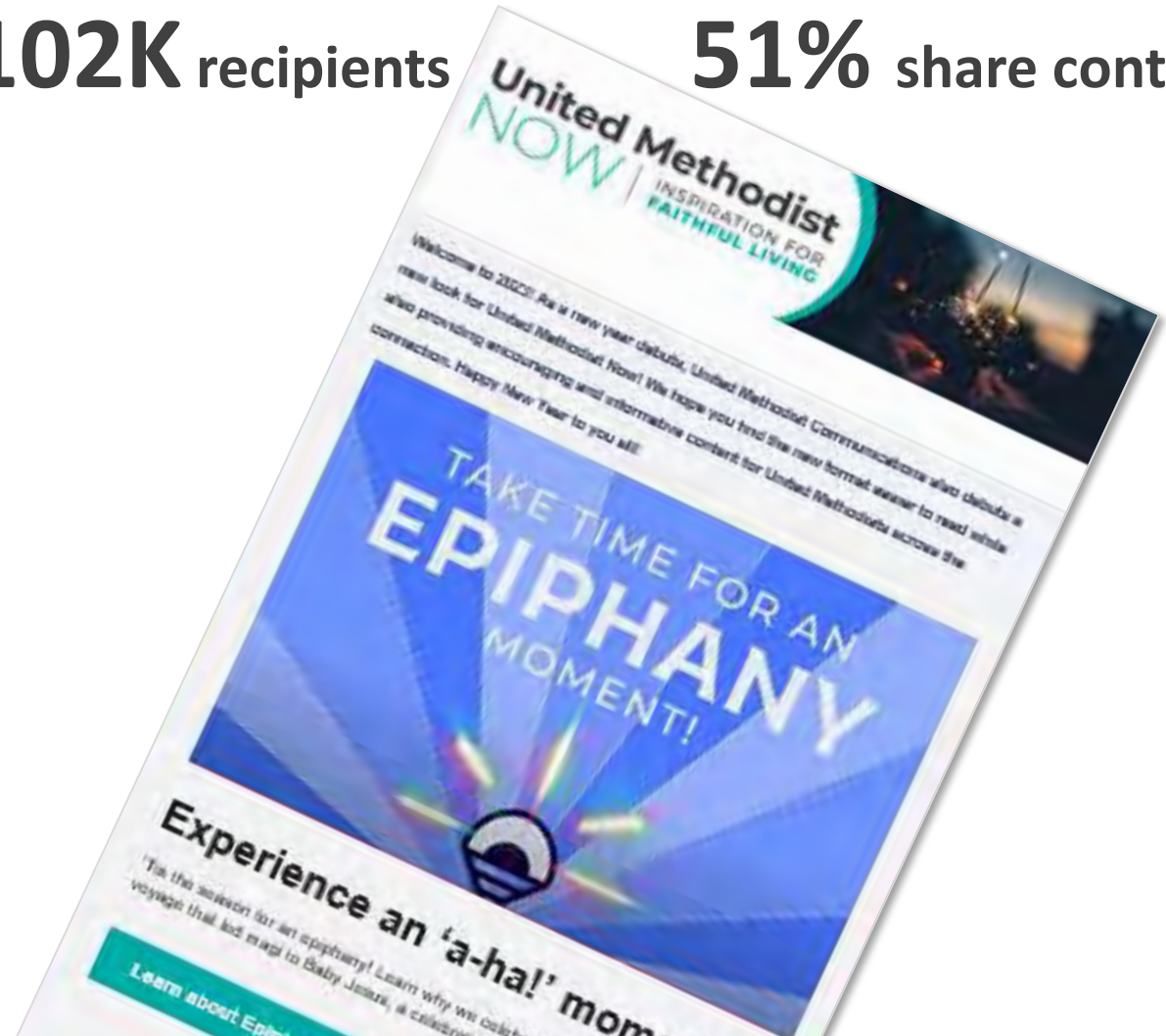
Majority of readers are older
adults (55+)

Open rate above industry
benchmark

E-Newsletters

102K recipients

51% share content



MyCom

Delivered every 2 weeks

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

Open rate 150% more than the industry benchmark

E-Newsletters

37K recipients



The Source

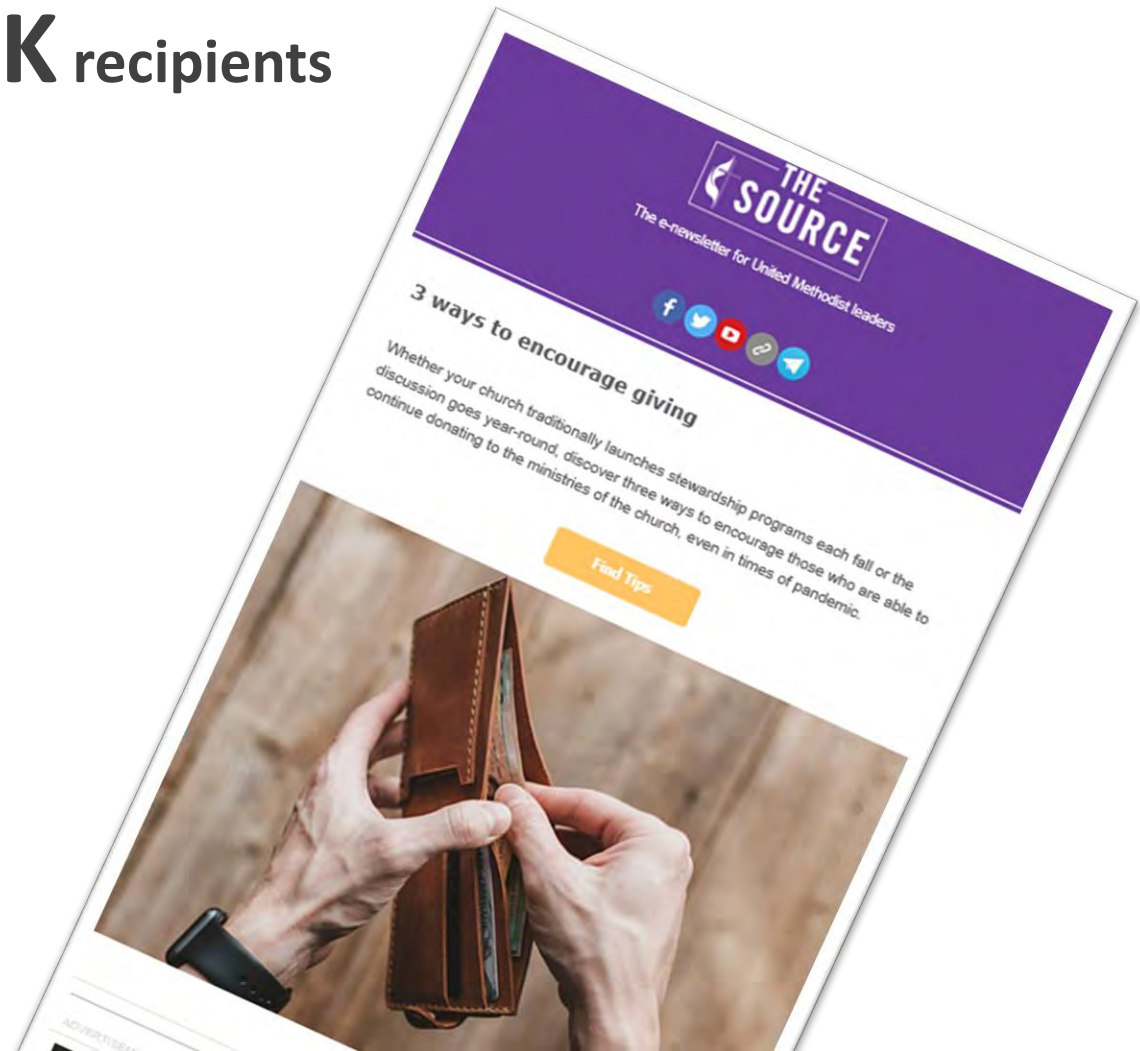
Delivered twice monthly

The inter-agency newsletter for church leaders, both clergy and laypeople, providing the latest resources from across the denomination

Open rate more than twice the industry benchmark

E-Newsletters

13K recipients



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 Crystal Caviness, UMC's senior content development specialist, GYSIS welcomes authors, pastors, bishops and more, all who share what has helped them along their spiritual journey.

Average initial 7-day downloads: 400*

Average lifetime downloads: 1,400/episode

Podcast sponsorships are now available.

**Additional listens occur via our YouTube channel, which has 18.1K subscribers.*

Podcasts

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!

Average initial 7-day downloads: 145*

Average all-time downloads: 350/episode

Podcast sponsorships are now available.

**Additional listens occur via our YouTube channel, which has 18.1K subscribers.*

Podcasts

Pastoring in the Digital Parish

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, UCom'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: 90

Average all-time downloads: 140/episode

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



Podcasts



Rates
Specs
Ad Details

Packages

Member Package - \$3,000

- UMC.org 300x250 – 200K impressions
- Two issues of UM Now 300x250
- Two episodes of GYSIS Podcast

Leader Package - \$3,600

- ResourceUMC.org 300x250 – 100K impressions
- Two issues each of MyCom and The Source e-newsletters
- One episode of either Pastoring in the Digital Parish or MyCom Podcast

News Package - \$4,500

- UMNews.org 300x250 – 50K impressions
- UMC.org 300x250 – 200K impressions
- Daily Digest – 4 weeks

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.

Rates - Websites

UMC.org

- Header - \$11 CPM
- 300x250 - \$8 CPM
- Footer - \$4 CPM
- 200K impressions minimum

ResourceUMC.org

- Header - \$13 CPM
- 300x250 - \$11 CPM
- Footer - \$6 CPM
- 25K impressions minimum

UMNews.org

- Header - \$13 CPM
- 300x250 - \$11 CPM
- Footer - \$6 CPM
- 25K impressions minimum

UMC.org/schools

- Top tier listing (up to 3 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

UM News Daily Digest **\$650/week**

News delivered Mon-Fri

United Methodist Now **\$700/issue**

Every other week to UM member audience

Leader Audience

MyCom **\$800/issue**

*Every other week marketing &
communication tips*

The Source **\$525/issue**

Every other week to UM church leaders

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

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

Mobile Page

- Be the sole ad on a mobile page
- UMC.org – \$8 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
- \$2,000

UMC.org Footer

- 100% of impressions - \$3,800/month
- 25% of impressions - \$950/month
- Includes 320x50 mobile anchor ad

Please be advised that all 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

Web headers and footers (UMC.org, UMNews.org)

970x250, 728x90, 320x50

ResourceUMC.org header

728x90, 970x250, 517x68, 280x45

ResourceUMC.org footer

970x250, 517x68, 280x45

Typical mid-page placement – 300x250

MyCom, The Source and UM Now – 300x250

Daily Digest – 200x200, 300x250

Note: On some ResourceUMC.org and UMC.org pages, a full-width mid-page placement is substituted for the header

Design services are available for an additional fee

Resolution: 80-125 PPI

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.

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 may not be 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

728x90

START

Sometimes the hardest part of church marketing is getting started. We can help.

ResourceUMC.org/LCS

WHAT WE BELIEVE

All Saints Day: A holy day John Wesley loved

More

ASK THE UMC

What is the UMC's view of Halloween?

More

NEW TO THE UMC?

7 Days of Spiritual Journaling

More

300x250

Beit

What It Means to Be a Disciple

The United Methodist Church shares a great deal with other denominations, but we also have a unique heritage and areas of emphasis. Learn more about who we are and what we believe.

OUR BELIEFS

OUR PEOPLE

GIVE

LOVE JOY HOPE PEACE

The Alliance

ResourceUMC.org/GiveLove

United Methodist Student Day

DID YOU KNOW?
United Methodist Student Day was the original Special Sunday

LEARN MORE

What We Believe

Basics of our Faith

UMC Topics

Ask The UMC FAQs

How We Serve

We Are Disciples

Following Christ Call

Promoting Health & Wholeness

Giving Opportunities

Ways We Grow

Practicing Your Faith

Think for Your Spiritual Journey

Resources for Leaders

Find-A-Church

Who We Are

UMC Family Tree

Structure

History

United Nations

Calendar

Directory

Press Center

New to the UMC?

Complete Profile

Topics

How to Connect

THE mission of the church is to make disciples of Jesus Christ for the transformation of the world.

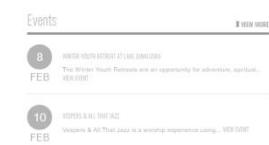
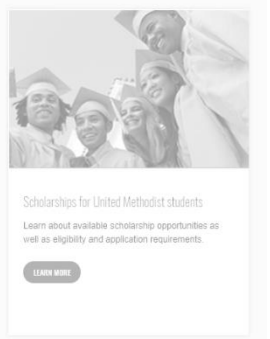
DIRECTORY CALENDAR FIND-A-CHURCH FIND-A-JOB ASK THE UMC RESOURCE.UMC.ORG UMCNEWS

JOBS ADVERTISING LEGAL PRIVACY

Ad Sizing – ResourceUMC.org



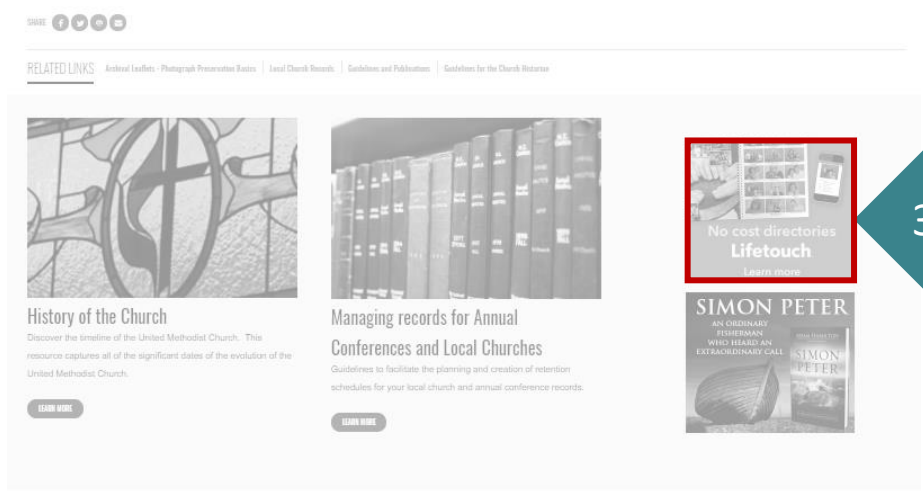
728x90



300x250



970x250



300x250



Ad Sizing – UMNNews.org

UM News

FAIR. FAITHFUL. TRUSTED.

REGION/LANGUAGE

DIRECTORY

FIND-A-CHURCH

ASK A QUESTION

UMC.ORG

PREFERENCES

LOCAL CHURCH

EVANGELISM

MISSION AND MINISTRY

SOCIAL CONCERNS

GENERAL CHURCH


MORE

Discover opportunities to build knowledge and community.

SCHOOL SHOWCASE

EXPLORE NOW

Top Story



Latest



General Church

United Methodist agencies: 2018 was productive year



Young People

Nyadire students share benefits of fish project

Cynthia Abrams Scholarship

The United Methodist Board of Church and Society has announced the establishment the Cynthia Abrams Scholarship, which will honor the life and work of Abrams, a Native American herself, by supporting a young Native American or indigenous person committed to advocacy and justice.

“She was a mentor to many and had a passion for helping young people discern their vocation,” said Susan Henry Crowe, the agency’s top executive. “Her interaction with others was an interesting and fitting that we name a scholarship after her.”

Learn more

VIEW MORE

Freeform Content

Do you have a question about The United Methodist Church? This is the place to get answers. Ask The UMC, a ministry of United Methodist Communications, will [answer your question](#) or direct you to an appropriate contact.

Utah church welcomes homeless, loves diversity

Evangelism

728x90

300x250

EXPERIENCE THE PASSION OBERAMMERGAU 2020

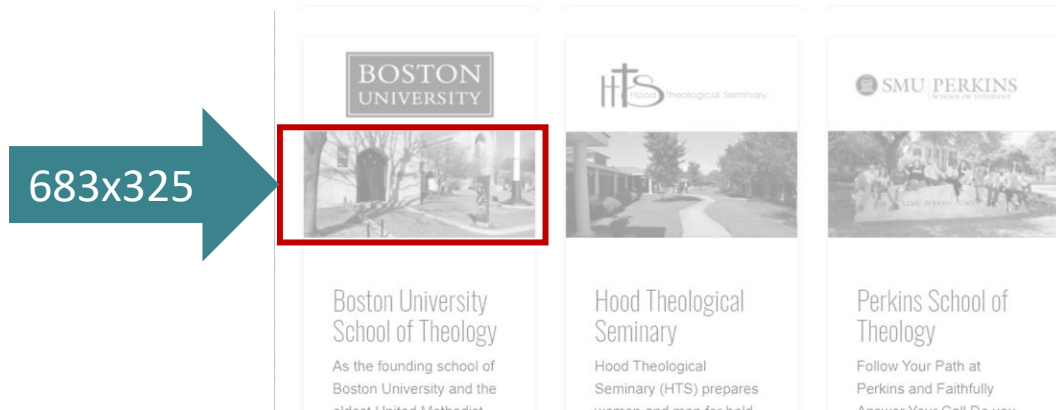
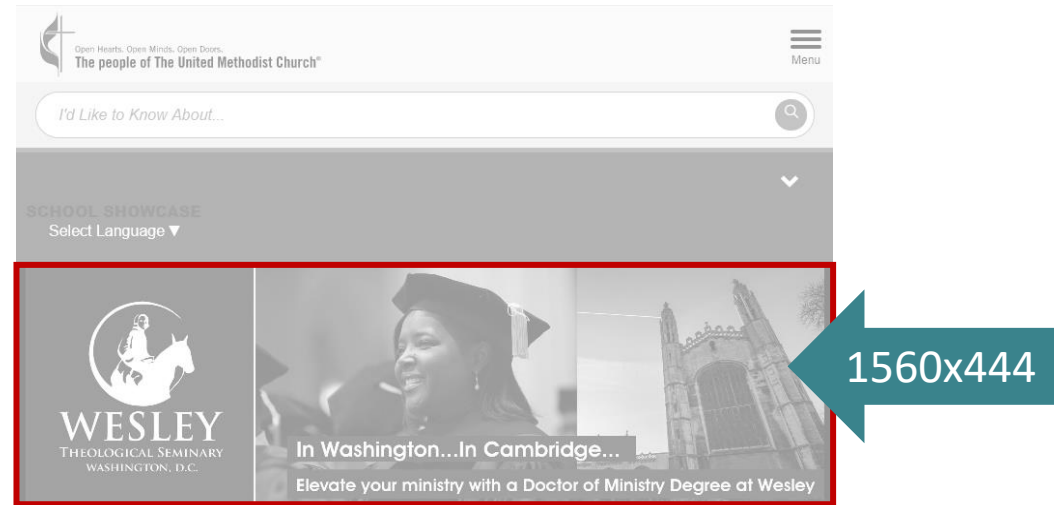
970x250

Moved to PRAISE

Our response to God’s call continues.

Learn more at [umc.org/movement](#)

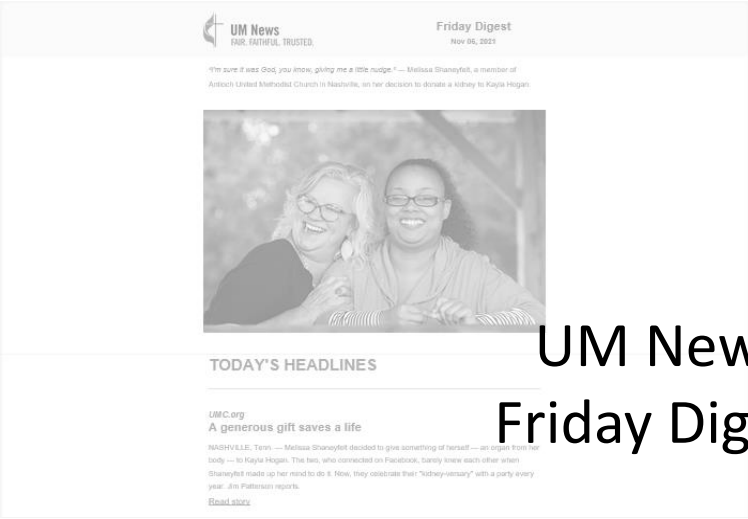
Ad Sizing – UMC.org/schools



United
Methodist
Now



Ad Sizing – E-Newsletters



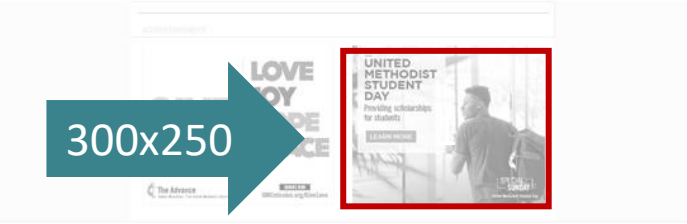
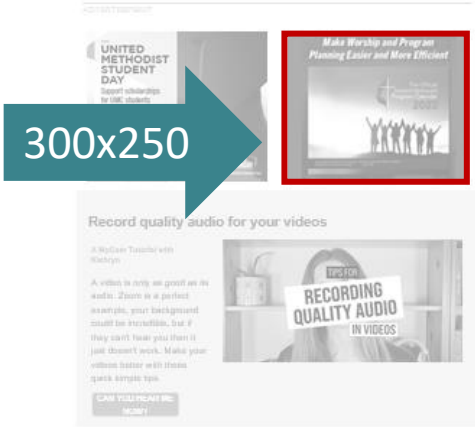
UM News
Friday Digest



MyCom



The Source



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COMMUNICATIONS

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THE UNITED METHODIST CHURCH