

DIGITAL MAGAZINES

Reach highly engaged readers by placing a digital advertisement in addition to print. A paid digital ad position makes your ad sticky so that it can be seen on every magazine page that is viewed in the digital edition. Our average digital reader reads our magazines for over nine minutes in an average sitting. An increasing number of digital subscribers are accessing the publications on the go -- via smart phone, tablet or an e-reader device, allowing your brand to exist where the reader presently is.

Both *Interpreter* and *United Methodists In Service* print magazines are available in easy-to-read digital editions via the Internet using a standard web browser or mobile reading device. Standard print advertisement placements are included inside the digital edition at no additional cost. Hyperlinks are created for URLs within the digital ads. Prices below are for static ads (no animation, embedded video, etc.).



Interpreter

Readership: Circulation 20,000+

Left of Cover Page Ad (550x480): \$500. One per issue.

Skyscraper Ad (120x600): \$500 per ad. Two per issue; one to the left and one to the right of magazine display.

Banner Ad (468x60): \$500. One per issue; advertiser selects above or below magazine display.

Featured Advertiser: \$1,200. Pending availability, advertisers may reserve both skyscraper ads and the banner ad for a digital issue of *Interpreter*.



United Methodists in Service (Korean language)

Readership: Circulation 900+

One advertiser per issue: Includes advertiser's option as to which ad placements to use. Placements are:

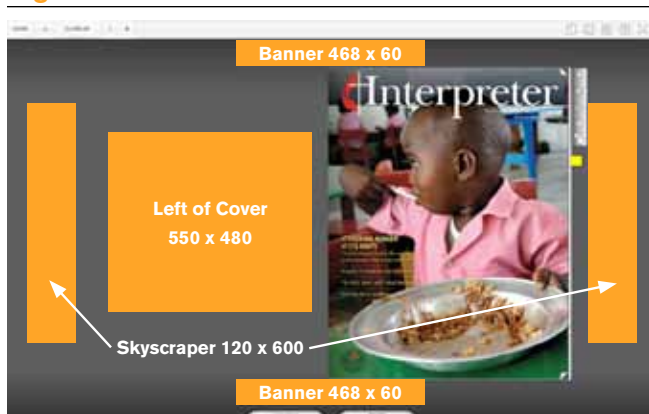
Left of Cover Page Ad (550x480): One per issue.

Skyscraper Ad (120x600): Two per issue; one to the left and one to the right of magazine display.

Banner Ad (468x60): One per issue; advertiser selects above or below magazine display.

Contact Andy Tabar, for rates on design for new digital ads in Korean, redesign of an existing ad, translation and placement.

Digital Ad Placements



Note: The ad sizes and locations may appear slightly different on this page due to screen resolution, printer format or other technical issues.

* All rates listed are net

For more information contact:

Andy Tabar, advertising manager, phone: (615) 208-4797, E-mail: atabar@umcom.org

Digital Ad Options

Costs for these options are in addition to the base cost of the static ads listed above.

Video insertion: \$500 per insertion – Embed a video in a digital ad or an ad within the magazine.

Animation: \$400 per insert – Make ads stand out with moving images or text.

Ad Gen: \$200 per insertion – Gives readers a way to contact advertisers directly. Options include call-out bubbles allowing customers to send e-mail address and comments directly to advertisers.

Tabs: \$150 per tab – Calls attention to a certain page within the digital magazine.

To see samples of these options, go to <http://www.nxtbook.com/nxtbooks/unitedmethodist/salesbook/>

TERMS & AGREEMENT

General Advertising Policy

Advertising for all publications must conform to the Social Principles of The United Methodist Church and is subject to editorial approval. All advertising should, as much as possible, reflect the cultural diversity that exists within The United Methodist Church. Advertising policy prohibits advertising 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, as well as have no political agenda. Therefore, United Methodist Communications reserves the right to refuse advertisements that do not comply with these policies, as well as other inappropriate or unacceptable advertising. United Methodist Communications is not liable for any costs relative to an advertisement that is rejected.

Advertising Policy and First-Time Advertiser Requirements

No advertisement will be published without execution of a valid advertising contract. All new advertisers must complete a credit application form and provide appropriate financial information to United Methodist Communications. For first-time advertisers, initial ads are to be paid in advance. With credit approval, subsequent ads can be invoiced by United Methodist Communications directly to the advertiser and/or the advertising agent upon publication of the issue that contains the advertisement.

Payment Policy and Delinquency Status

All invoices for advertising should be paid within 30 days of invoice date. If payment is not received, accounts are considered delinquent. United Methodist Communications will initiate contact to inform advertiser of delinquent status. An advertising account in delinquent status is subject to rejection of future advertisements. Furthermore, ads that already have been contracted for (such as annual contracts) are subject to being pulled from the issues in which they are scheduled to run.

Cancellation/Change Policy

Cancellations are not accepted after the reservation deadline. Cancellations must be made in writing. Advertisers requesting changes in advertisement dimensions after the reservation deadline will incur a late fee of \$50 per occurrence. Advertisers providing artwork or other material after the ad art deadline will incur a late fee of \$50 per occurrence. An advertiser requesting or authorizing United Methodist Communications to make changes in text, art or design of an existing advertisement will incur a fee of \$50 per occurrence. All requests and authorizations for such changes must be submitted in writing.

Indemnification

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless United Methodist Communications, 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.

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SPECIFICATIONS

Ad Delivery Options

E-MAIL

Files smaller than 10 MB may be sent via e-mail to atabar@umcom.org

FTP

Site: ftp://ftp.umcom.org/ productions

User name: dmz\umcontract

Password: c0nt@ct

(note: 0 is zero, not capital letter O)

Folder: Interpreter Ads

Please e-mail atabar@umcom.org when files are posted.

DISK

Andy Tabar
Advertising Coordinator
United Methodist Communications
810 12th Ave., S.
Nashville, TN 37203

Ad materials are destroyed after 12 months unless otherwise requested by the client. Advertisers who wish to have original art returned should include a self-addressed label with the artwork. The publisher is not responsible for errors in key numbers, advertiser index or coupon backup.

PLACEMENTS

Contact Andy Tabar at atabar@umcom.org for current ad positions.

Print Magazines

PREFERRED FILE FORMATS

PDF (PDF/X-1a:2001, TIFF, EPS, InDesign (for ads needing translation)

FILE SPECIFICATIONS

(ads MUST contain the following):

Color Ads:

4-color build (CMYK) no spots.

High-resolution images (300dpi)

Embedded fonts (no True Type fonts)

.125 in. bleed and crop marks (if applicable)

B&W Ads:

Grayscale TIFF

High-resolution images (300dpi)

.125 in. bleed and crop marks (if applicable)

Note: Following all these specifications will expedite our process and placement of your ad. To help us insure quality, ads should be accompanied by a hard copy color proof or low resolution pdf.

Digital Magazines

FORMAT

The file can be provided as a PDF, EPS, AI, SWF, GIF, JPG, or TIFF file. Vector files will look best when enlarged by the viewer.

SWF files must be created in Adobe Flash only. SWF files created in SWiSH are not accepted. Any SWF files should be accompanied by the FLA file from which they were created.

The preferred output resolution of the image is 150 dpi.

Embed all fonts.

Convert any ligatures into their proper letters before sending files.

DEADLINE

Digital ads must be under contract by the 5th of the month preceding the issue date. For example, an ad for the July/August issue must have a completed and signed contract by June 5. Completed ads must be delivered to atabar@umcom.org by the 15th of the month preceding the issue date.

Websites & E-newsletters

DEADLINE

10 business days prior to start date with materials furnished.

FORMAT

GIF, JPG or SWF. Animation must be approved on case-by-case basis. Contact Andy Tabar at atabar@umcom.org if you would like to discuss Rich Media opportunities.

For more information contact:

Andy Tabar, advertising manager, phone: (615) 208-4797, E-mail: atabar@umcom.org

CONTACT

If you represent a United Methodist church, board or agency, contact Andy Tabar, (615) 208-4797, atabar@umcom.org

External advertisers should contact Fox Associates.

Fox Associates Offices

Email: adinfo.umc@foxrep.com

Fox-Chicago

116 West Kinzie Street
Chicago, IL 60654
312-644-3888
FAX: 312-644-8718

Fox-New York

347 Fifth Ave., Suite 1101
New York, NY 10016-5010
800-826-3032
212-725-2106
FAX: 212-779-1928

Fox-Los Angeles

1445 East Los Angeles Avenue
Suite 301
Simi Valley, CA 93065
805-522-0501
FAX: 805-522-0504

Fox-Detroit

6765 Woodbank Dr.
Bloomfield Hills, MI 48301-3040
248-626-0511
FAX: 248-626-0512

Fox-Atlanta

3685 Bellegrove Ridge
Marietta, GA 30062
770-977-3225
FAX: (888) 853-9234

Fox-Phoenix

14300 N. Northsight Blvd.
Suite 118
Scottsdale, AZ 85260
480-538-5021
FAX: 480-367-1110

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