

# E-NEWSLETTERS

**Format:** GIF or JPG. Animation must be approved on case-by-case basis.

**Placements:** Contact us for current ad positions.

**Advertising Availability:** 180 x 150

## DAILY DIGEST AUDIENCE PROFILE

Median Age	58
------------	----

## ETHNICITY

White or Caucasian	89%
African-American	5%
Hispanic	3%

## ROLE

Pastor	43%
Member	25%
Church Leader	13%
Annual Conference Staff	11%
Other Paid Staff	5%

Reach United Methodists through the nationally acclaimed United Methodist News Service Daily Digest. This e-newsletter helps you stay connected by featuring your ad among relevant content that United Methodist subscribers value and access via computers and mobile phones.



## UMNS Daily Digest

United Methodist News Service (UMNS) is the official news service of The United Methodist Church. The Daily Digest summarizes news reports featuring the work of the church and its impact around the world and human-interest stories in an e-mail sent each weekday. It is delivered to 7,000+ active United Methodists and has a 26% open rate.

**Cost:** \$250 per week

**Minimum order:** 1 week (5 issues)

**Deadline:** Ads must be under contract 15 business days preceding the preferred start date. Completed ads must be delivered to [atabar@umcom.org](mailto:atabar@umcom.org) 10 business days preceding the preferred start date.

\* All rates listed are net

**For more information contact:**

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

# 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.

### **For more information contact:**

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

# 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](mailto: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

#### **For more information contact:**

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