

# CONNECTING YOU TO UNITED METHODIST LEADERS AND MEMBERS

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*Interpreter* is the official program publication of The United Methodist Church. It serves pastors and local church leaders by providing information on United Methodist programs and ministries and tips and tools for creating and nourishing local church ministries. *Interpreter* has the largest circulation of any publication serving United Methodist leaders and pastors. The list is qualified every year by the pastor designating the key 10 leaders for his or her church. The publication also is the most widely read publication among its audience and the one designated in research as the readers' primary source for United Methodist information.

## General Conference 2012

The United Methodist Church's top legislative body, the General Conference, will gather April 24-May 4 in Tampa, Fla. Nearly 1,000 delegates from around the world will set policy and direction for the church. Preparation for General Conference-related tasks will be featured in the first three issues, beginning with the January/February issue.

Jan/Feb and Mar/ Apr will identify and discuss key legislative proposals at General Conference. May/June will have bonus distribution at GB 2012. The issues that follow will include the results and implications of GC 2012.

2012 will be a very important year for our church with major proposals related to structure, budgeting, and the denomination's relationships with pastors. Articles about General Conference legislation will receive substantial visibility, which will benefit our advertisers. Ask your advertising representative about opportunities for extra exposure in 2012 for print publications.



## READERSHIP DEMOGRAPHICS

### Familiarity with The United Methodist Church Publications

(Pastors in green. Leaders in black who responded "Very Familiar" or "Somewhat Familiar")

Interpreter  
**99% 74%**

Good News  
**75% 29%**

United Methodist Reporter  
**62% 46%**

Response  
**55% 31%**

New World Outlook  
**55% 23%**

### Gender

**56% Female, 44% Male**

### Ethnicity

**91% White, 9% Minority**

### Readership Age

### Education Levels

Under 35	<b>5%</b>	High School/GED	<b>6%</b>
35 to 44	<b>10%</b>	Some College	<b>14%</b>
45 to 54	<b>27%</b>	2-year Degree	<b>8%</b>
55 to 64	<b>39%</b>	4-year Degree	<b>23%</b>
65 to 74	<b>15%</b>	Post-Grad Degree	<b>49%</b>
Over 75	<b>4%</b>		

## Circulation: 115,000

### INDIVIDUAL PURCHASERS (PREVIOUS YEAR)

Bought Religious Books	91%
Recycled Products	78%
Attended Seminars/Conferences	61%
Bought Religious Publications	54%
Bought Bibles	53%
Bought Organic Food	48%
Bought Fair Trade Products	43%
Contributed to Social/Political Advocacy Programs	33%
Completed College Course Work	23%
Supported Socially Responsible Investing	20%
Traveled Internationally	16%
Bought Hybrid Car	3%

### TOTAL READERSHIP INVOLVED IN DECISIONS

Special Events	92%
New Church Ministries	84%
Fundraising Activities	84%
Leadership Training and Development	82%
Churchwide Special Sunday Participation	82%
Adult Ministries	82%
Church Renovation/Expansion	81%
Welcoming and/or Greeter Ministries	80%
Buying Church Equipment, e.g. Computers	75%
Donating to Charities	74%
Church Mission or Outreach Trips	74%
Purchasing Bibles and/or Hymnals	73%
Children's Ministries	72%
Youth Ministries	71%
Sunday School Resources	71%
Stewardship Direction	70%
Videos for Sunday School or Small Groups	69%
Managing Church Financial Relationships	68%
Involvement in Advance Projects	66%
Church Housekeeping and Upkeep	66%
Selecting Internet Services	61%
Website Development and Management	60%
Church Insurance	57%
Buying Church Gifts	57%
Selecting Publication Subscriptions	55%
Purchasing Choir-Related Materials	47%

For more information contact:

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



## RATE CARD 2012



The mission of *Interpreter* magazine is to inform, inspire and engage United Methodist lay leaders and clergy as they carry out their mission for Jesus Christ. *Interpreter* is the official ministry magazine of The United Methodist Church.

**Circulation: 115,000**

### Publication Specifications

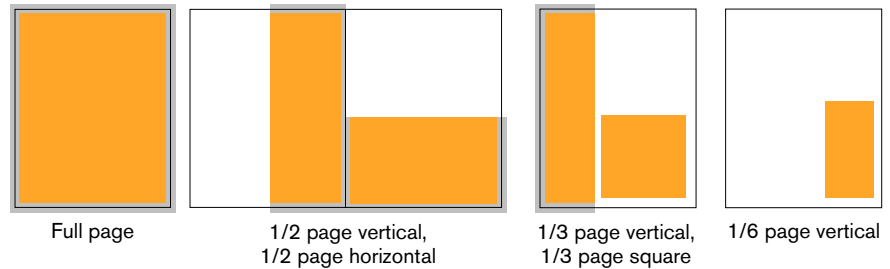
Web Offset

Saddle Stitched

Trim Size 8.375 in. x 10.875 in.

Bleed: .125 in.

**Note:** Bleed sizes allow for .125 inches on all sides, and is REQUIRED for Cover 2,3,4 and 2-page spread ads. Ad content should be kept within a margin of .25 inches from trim. If ad runs into or across page gutter (i.e. spread or full-page ad), allow a space of .1875 inches for content.



	1X	3X	6X
<b>Four Color</b>			
Full page	\$4,450	\$4,000	\$3,800
1/2 page (vertical or horizontal)	\$3,150	\$2,800	\$2,650
1/3 page (vertical or square)	\$2,300	\$2,100	\$1,950
1/6 page (vertical only)	\$1,700	\$1,600	\$1,500
Cover 2	\$5,100	\$4,600	\$4,300
Cover 3	\$4,700	\$4,200	\$4,000
Cover 4	\$5,320	\$4,760	\$4,480
<b>Black/White</b>			
Full page	\$3,800	\$3,400	\$3,200
1/2 page (vertical or horizontal)	\$2,700	\$2,400	\$2,300
1/3 page (vertical or square)	\$1,900	\$1,700	\$1,600
1/6 page (vertical only)	\$1,200	\$1,050	\$900

<b>Classified Style*</b>	<b>1 Col X 1 in.</b>	<b>1 Col X 2 in.</b>	<b>1 Col X 3 in.</b>
*No discounts	\$200	\$400	\$600

Insert (4 or 8 pages), 2-page spread and BRC rates available upon request.

<b>Advertisement</b>	<b>trim size</b>	<b>bleed size</b>
Full Page (w/ bleed)	8.375 in. x 10.875 in.	8.625 in. x 11.125 in.
Full Page (no bleed)	7.375 in. x 9.8 in.	
1/2 page vertical (w/ bleed)	4.104 in. x 10.875 in.	4.229 in. x 11.125 in.
1/2 page vertical (no bleed)	3.604 in. x 9.8 in.	
1/2 page horizontal (w/ bleed)	8.375 in. x 5.3543 in.	8.625 in. x 5.4793 in.
1/2 page horizontal (no bleed)	7.375 in. x 4.667 in.	
1/3 page vertical (w/ bleed)	2.8472 in. x 10.875 in.	2.9722 in. x 11.125 in.
1/3 page vertical (no bleed)	2.3472 in. x 9.8 in.	
1/3 page square	4.86 in. x 4.667 in.	
1/6 page vertical	2.3472 in. x 4.667 in.	
Column width	2.3472 in.	

<b>Deadlines</b>	<b>Space Reservation Due</b>	<b>Ad Materials Due</b>
Jan/Feb 2012	11/3/11	11/28/11
Mar/Apr 2012	1/5/12	1/23/12
May/June 2012	3/1/12	3/20/12
July/Aug 2012	5/10/12	5/21/12
Sept/Oct 2012	7/5/12	7/23/12
Nov/Dec 2012	9/6/12	9/17/12

\* All rates listed are net

### For more information contact:

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# 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:**

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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:

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# 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)