

Connecting you to United Methodist leaders and members

Media Kit 2011



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Digital Edition 6



Magazines

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Websites



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e-Newsletters



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AD SPECIALS

Through December 31, 2010



Web + e-Newsletter

250,000 website impressions (1 month)

1 MyCom e-newsletter issue (1 month)

Total Cost: \$1,750

You pay: \$1,550 per month (12% savings)

Buy 3 months for \$1,475 per month (16% savings)



Web + e-Newsletter + *Interpreter* Digital Magazine

250,000 website impressions (1 month)

1 MyCom newsletter issue

1 skyscraper ad in 1 *Interpreter* digital magazine issue

Total Cost: \$2,250

You pay: \$1,950 per month (14% savings)



Web + e-Newsletter + *Interpreter* Digital Magazine + *Interpreter* Print Magazine

250,000 website impressions (1 month)

1 MyCom e-newsletter issue (1 month)

1 skyscraper ad in 1 *Interpreter* digital magazine issue

1 1/2-page, full-color ad in 1 *Interpreter* magazine issue

Total Cost: \$4,200

You pay: \$3,400 (19% savings)

For more information contact:

Cindy Solomon, advertising manager, phone: (615) 742-5120, E-mail: csolomon@umcom.org

Special Rates





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

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

Circulation: 115,000

INDIVIDUAL PURCHASERS (PREVIOUS YEAR)

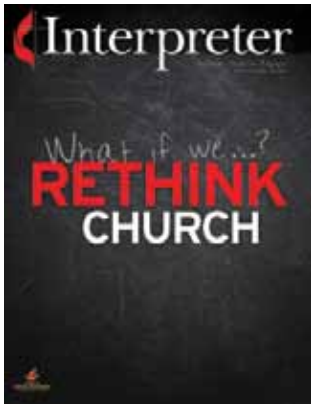
Bought Religious Books	91%
Recycled Products	78%
Attended Seminars/Conferences	61%
Bought Religious Publications	54%
Bought Bibles	53%
Bought Organic Food	48%
Bought Fair Trade Products	43%
Contributed to Social/Political Advocacy Programs	33%
Completed College Course Work	23%
Supported Socially Responsible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

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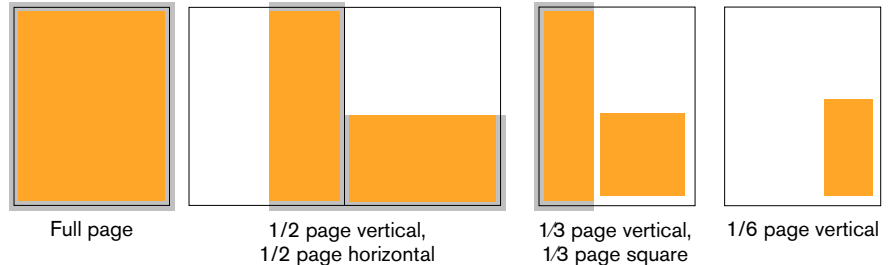
The mission of *Interpreter* magazine is to inform, inspire and engage United Methodist lay leaders and clergy as they carry out their mission for Jesus Christ. *Interpreter* is the official ministry magazine of The United Methodist Church.

Circulation: 115,000

Publication Specifications

Web Offset
 Saddle Stitched
 Trim Size 8.375 in. x 10.875 in.
 Bleed: .125 in.

RATE CARD 2011



	1X	3X	6X
Four Color			
Cover 2	\$5,100	\$4,600	\$4,300
Cover 3	\$4,700	\$4,200	\$4,000
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
Black/White			
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
Classified Style*			
	1 Col X 1 in.	1 Col X 2 in.	1 Col X 3 in.
*No discounts	\$200	\$400	\$600

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

Advertisement	trim size	bleed size
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.	

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.

Deadlines	Space Reservation Due	Ad Materials Due
Nov/Dec 2010	8/20/10	9/17/10
Jan/Feb 2011	10/29/10	11/27/10
Mar/Apr 2011	12/31/10	1/21/11
May/June 2011	2/18/11	3/18/11
July/Aug 2011	4/22/11	5/20/11
Sept/Oct 2011	6/24/11	7/22/11
Nov/Dec 2011	8/19/11	9/16/11

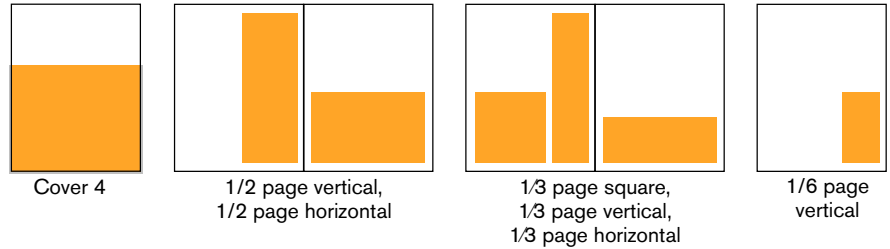
el Intérprete

RATE CARD 2011

Advertisements may be in English, Spanish or Portuguese.



el Intérprete magazine informs, nurtures and unifies the community of Hispanic/Latino United Methodist churches as they fulfill their mission to make disciples of Jesus Christ for the transformation of the world.



Ads	specs	1X
Cover 2	8.5 in. x 11 in. (bleed: 0.125 in.)	\$650
Cover 3	8.5 in. x 11 in. (bleed: 0.125 in.)	\$625
Cover 4	8.5 in. x 7 in. (bleed: 0.125 in.)	\$650
Full page	8.5 in. x 11 in. (bleed: 0.125 in.)	\$600
1/2 page vertical	3.625 in. x 9.8 in. (no bleed)	\$400
1/2 page horizontal	7.45 in. x 4.65 in. (no bleed)	\$400
1/3 page square	4.65 in. x 4.65 in. (no bleed)	\$300
1/3 page vertical	2.3725 in. x 9.8 in. (no bleed)	\$300
1/3 page horizontal	7.45 in. x 3 in. (no bleed)	\$300
1/6 page vertical	2.4715 in. x 4.65 in. (no bleed)	\$200

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

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.

Design and Translation Fee: A design fee of \$50 will be charged when advertisers request a full ad design. Translations into Spanish or Portuguese will be charged \$30 for up to 100 words; \$50 for more than 100 words.

Circulation: 6,000

Publication Specifications

Saddle Stitched
Trim Size 8.5 in. x 11 in.
Bleed: .125 in.

Deadlines

Jan/Feb 2011
Mar/Apr 2011
May/June 2011
July/Aug 2011
Sept/Oct 2011
Nov/Dec 2011

Space Reservation Due

11/10/10
1/07/10
3/14/11
5/03/11
7/11/11
9/8/11

Ad Materials Due

11/24/10
1/25/11
3/28/11
5/20/11
7/25/11
9/23/11

For more information contact:

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섬기는사람들

United Methodists In Service

RATE CARD 2011

Advertisements may be in English or Korean.

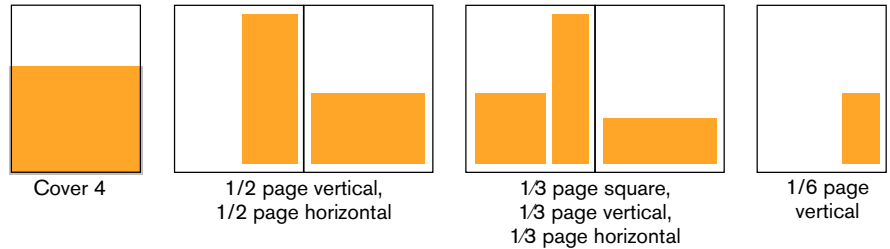


United Methodists In Service serves lay leaders and clergy in Korean-speaking United Methodist churches in the United States as it:

- nurtures Korean-speaking United Methodists in their faith;
- assists pastors in leading effective ministry;
- connects church leaders with other United Methodists in service to Christ and the world.

Published six times a year in Korean, **United Methodists In Service** offers its readers faith stories, ministry ideas, worship resources, meditations, news of The United Methodist Church and the Korean community, and other information.

Circulation: 5,000



Ads	specs	1X
Cover 2	8.5 in. x 11 in. (bleed: 0.125 in.)	\$650
Cover 4	8.5 in. x 7 in. (bleed: 0.125 in.)	\$650
Full page	8.5 in. x 11 in. (bleed: 0.125 in.)	\$600
1/2 page vertical	3.625 in. x 9.8 in. (no bleed)	\$400
1/2 page horizontal	7.45 in. x 4.65 in. (no bleed)	\$400
1/3 page square	4.65 in. x 4.65 in. (no bleed)	\$300
1/3 page vertical	2.3725 in. x 9.8 in. (no bleed)	\$300
1/3 page horizontal	7.45 in. x 3 in. (no bleed)	\$300
1/6 page vertical	2.4715 in. x 4.65 in. (no bleed)	\$200

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

Note: Bleed sizes allow for .125 inches on all sides, and is REQUIRED for Cover 2,4 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.

Design and Translation Fee: A design fee of \$50 will be charged when advertisers request a full ad design. Translations into Korean will be charged \$30 for up to 100 words; \$50 for more than 100 words.

Publication Specifications	Deadlines	Space Reservation Due	Ad Materials Due
Saddle Stitched	Jan/Feb	9/24/10	10/15/10
Trim Size 8.5 in. x 11 in.	Mar/Apr	11/26/10	12/17/10
Bleed: .125 in.	May/June	1/28/11	2/18/11
	July/Aug	3/25/11	4/15/11
	Sept/Oct	5/27/11	6/17/11
	Nov/Dec	7/29/11	8/19/11

Specifications

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.

Ad Delivery Options

E-MAIL

Files smaller than 10 MB may be sent via e-mail to csolomon@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 csolomon@umcom.org when files are posted.

DISK

Cindy Solomon
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.

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.

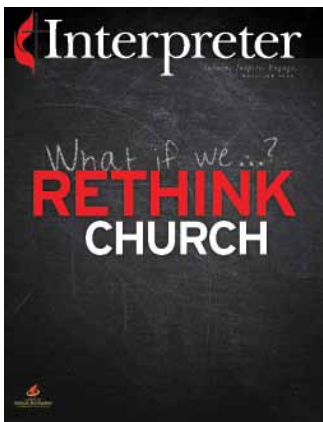
Indemnification

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.

DIGITAL MAGAZINES

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 as well as iPod touch and iPad browsers. Standard print advertisement placements are included in the digital version at no additional cost. Hyperlinks are created for URLs within the digital ads. Other digital ad positions and options are available at an additional cost. Prices below are for static ads (no animation, embedded video, etc.). See page 7 for additional digital ad options.

Static Digital Ad Pricing



Interpreter

Readership: Circulation 14,000+

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*.

Prices above are for static ads (no animation, embedded video, etc.). See page 7 for additional digital ad options.



United Methodists in Service (Korean language)

Readership: Circulation 625

One advertiser per issue: \$350. 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.

Cost to design new digital advertisements in Korean: \$150

Cost to redesign existing ad: \$50

Cost to translate: \$30 for up to 100 words; \$50 for 100 or more words

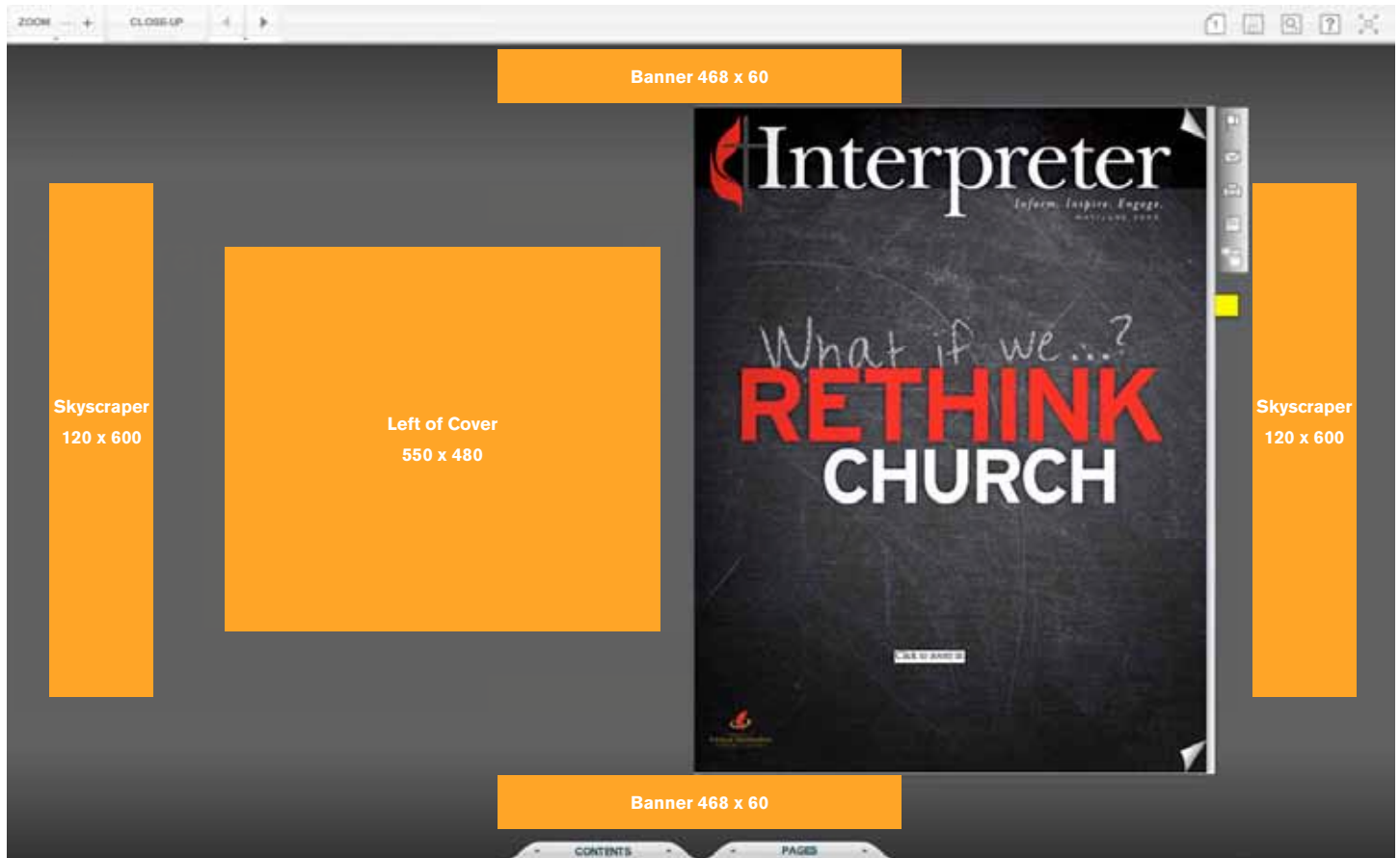
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DIGITAL MAGAZINES

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.

Digital Ad Options

Costs for these options are in addition to the base cost of the static ads listed on page 6.

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/>

For more information contact:

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Specifications

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 csolomon@umcom.org by the 15th of the month preceding the issue date.

Ad Delivery Options

E-MAIL

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

FTP

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

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Password: c0nt@ct

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WEBSITES

Cost

Cost Per Thousand (CPM): \$5

Minimum order: 100,000 impressions across network or on individual Web property

Ad Locations



Home Page
180 x 150



Other Page
180 x 150



Landing Page
300 x 250

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

umc.org

Reach United Methodists easily and affordably through the denomination's website, UMC.org, as well as network websites sponsored by United Methodist Communications. The United Methodist Web presence is one of the largest Christian denomination portals in the world. The United Methodist Church encompasses more than 34,000 United Methodist churches and 11+ million members worldwide.

Benefits to Advertisers:

- Reach a targeted channel of website visitors
- Communicate with a highly educated audience with sizeable disposable income
- Gain access to an audience active in changing the world
- 500,000+ unique visitors and 1,000,000+ pageviews per month
- The official website of The United Methodist Church

Content on UMC.org network websites includes sections on church beliefs and structure, United Methodist news, church ministries, social and cultural stands, and stories of the church active in the world.

UMC.ORG AUDIENCE PROFILE

Male/Female	52% / 48%
Median Age	50
Median Household Income (HHI)	\$70,000
College Grad and Above	75%
HHI \$100,000+	23%
United Methodist Affiliation	91%
Bookmarked UMC.org	58%

EDUCATION

4-year College Degree	32%
Postgraduate	27%
Theology Degree	16%
Some College	11%
2-year College Degree / Technical School	7%
High School / GED	6%
Less Than High School	1%

ROLE

Local Church Volunteer Leader	33%
UMC Church Member	27%
Pastor/Associate Pastor	16%
Other Local Church Paid Staff	8%
UMC Board or Agency Staff	4%
Annual Conference Staff	3%
Other	16%

OCCUPATION

Professional (Doctor, Lawyer, Accountant)	24%
Employed by a Religious Organization	24%
Retired	17%
Business/Management	13%
Other	22%

ETHNICITY

White or Caucasian	72%
African-American	7%
Asian or Asian-American	3%
Hispanic or Latino	3%
Native American	2%
Mixed Ethnicity	2%
Prefer Not to Specify	11%

MARITAL STATUS

Married	67%
Single	22%
Divorced	7%
Widow/Widower	3%

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WEBSITES

Cost

Cost Per Thousand (CPM): \$5
(all websites and ad sizes)

Minimum order: 100,000 impressions
across network or on individual Web
property

umcom.org

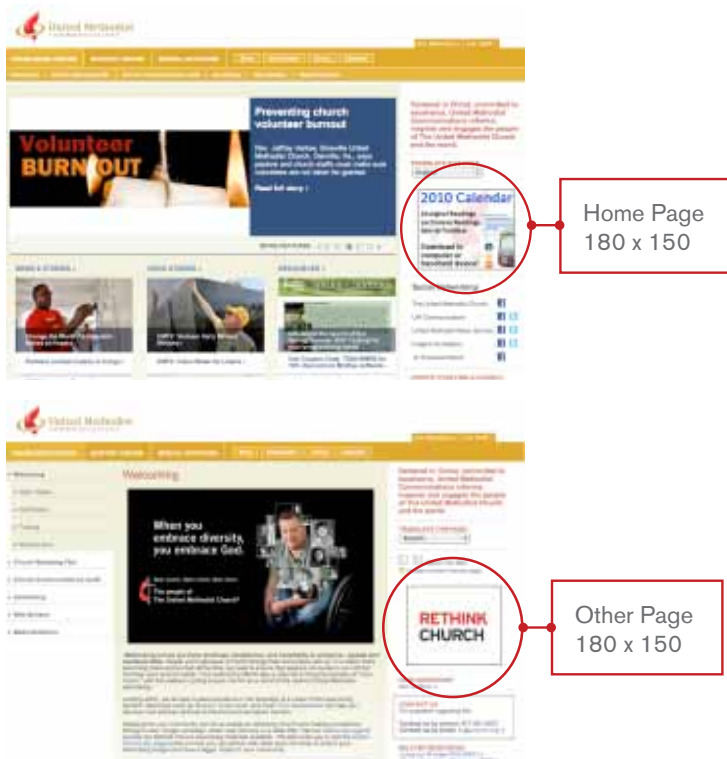
Reach local church leaders interested in marketing and communications through www.umcom.org, home of two of The United Methodist Church's most popular programs, Rethink Church and Imagine No Malaria. umcom.org is the official website of United Methodist Communications.

The popularity of these ministries lead to Web stays and page reads approximately 25% greater than for other United Methodist Communications' websites.

Benefits to Advertisers

- Targeted audience of local United Methodist church leaders and decision makers
- Web pages that generate above-average Web stays and page reads
- Access to well-informed persons actively involved in their community and church
- An educated, affluent audience with disposable income
- 250,000 page views per month

Ad Locations



UMCOM.ORG AUDIENCE PROFILE

% Male/Female	38% / 62%
Median Age	52
United Methodist Church Affiliation	99%

ROLE

Pastor / Associate Pastor	17%
Other	26%
Other Local Church Paid Staff	14%
Annual Conference Staff	6%
Local Church Volunteer Leader	40%
UMC Church Member (Non Leader)	3%

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

For more information contact:
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Specifications

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 Cindy Solomon at csolomon@umcom.org if you would like to discuss Rich Media opportunities.

PLACEMENTS

Contact Cindy Solomon at csolomon@umcom.org for current ad positions.

DELIVERY

Files may be sent via e-mail to csolomon@umcom.org

Terms & Agreement

General Advertising Policy

Advertising for all websites 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 schedule.

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.

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

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

MYCOM AUDIENCE PROFILE	
Median Age	54
Male/Female	52%/48%

ROLE	
Church Leader	41%
Pastor	37%
Other Paid Staff	14%
Annual Conference Staff	5%
Board Staff	3%

“Best E-Mail Newsletter for Marketing Purposes”
-- Marketing Sherpa 2009

“Customer Award for Marketing Optimization”
-- 1 to 1 Magazine and Gartner Consulting Inc. 2008

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%



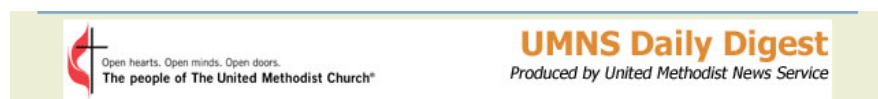
MyCom (monthly)

Award-winning MyCom is a monthly, premium e-mail newsletter providing marketing and communications tips and tools to 19,000+ church leaders and pastors. Sent on the second Tuesday of each month, MyCom features an unusually high open rate of 37% and a click-through rate of 47%. Advertising through MyCom positions your company as a leading supporter of The United Methodist Church.

Cost: \$500 per month

Minimum order: 1 month (1 e-newsletter)

Deadline: Ads must be under contract by the 10th of the month preceding the issue date. For example, an ad for the July issue must have a completed and signed contract by June 10. Completed ads must be delivered to csolomon@umcom.org by the 20th of the month preceding the issue date.



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 csolomon@umcom.org 10 business days preceding the preferred start date.

Specifications

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 Cindy Solomon at csolomon@umcom.org if you would like to discuss Rich Media opportunities.

PLACEMENTS

Contact Cindy Solomon at csolomon@umcom.org for current ad positions.

DELIVERY

Files may be sent via e-mail to csolomon@umcom.org

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