

Website Advertising: Frequently Asked Questions

What types of advertising opportunities are offered by The United Methodist Church?

United Methodist Communications is an agency of The United Methodist Church that coordinates advertising for both print and digital. Advertising opportunities are available in print magazines, digital magazines, as well as website properties.

How big is your website advertising audience?

The audience of United Methodist Communications' network of websites serves over 500,000+ unique visitors and 1,000,000+ pageviews per month. The community consists of seekers, members, leaders, as well as pastors of The United Methodist Church.

Who is your website audience, and where will they see our ads?

Various websites exist for each targeted audience, most notably with UMC.org and UCom.org. The complete description of each website property, locations of ads, as well as digital magazine and print magazine advertising opportunities can be found in the 2010 Media Kit at www.umc.org/ads

What is the cost of advertising on your websites?

The standard rate for website advertising is \$5 Cost Per Thousand Impressions (CPM), or \$3 CPM for internal agencies of The United Methodist Church. For example, 100,000 impressions cost \$500 at the \$5 CPM rate.

Calculating CPM

$(1,000,000 \text{ impressions} / 1,000 \text{ Impressions}) \times \$5 = \$5,000$

How long should our website advertising campaign run?

The minimum time required is one month at 100,000 impressions. Advertisers are encouraged to take advantage of discount and time-sensitive pricing by committing to 3, 6, and 12 month advertising contracts.

What size advertisements can we use?

The most common advertisement size is currently 180x150 pixels. Some landing pages on UMC.org support the 300x250 size. We are working to create additional space for larger advertisements, such as the 300x250 size.

Who will design our website advertisements?

Advertisers must provide all advertisements graphics.

Can we use rich media and animation in our ads?

Yes, animation can be used in either .GIF or Flash formats. There is a 15 second maximum time period for animation, which includes multiple loops (3 max). All

animation must stop completely at this point. Limit 18 frames per second for Flash animation.

How can we track how effective our website advertising campaign is?

Click Thru Rate (CTR) is a common metric for understanding how many website visitors engage with each advertisement. United Methodist Communications will provide CTR information at the conclusion of a campaign and upon request during a campaign.

What is a good Click Thru Rate (CTR)?

To attain the highest possible CTR, testing multiple ad designs, messages, and landing pages during the campaign is encouraged. Web Marketing Today reports that a CTR can range from the industry average of about 0.20% to as high as 5% or 10%. A CTR that is considered “very good” depends on the advertiser’s industry, product, and positioning where the advertisement is placed. Generally, a 1.00% CTR is considered good. A CTR of 0.65% to 0.80% may be considered acceptable. Any advertisement that performs below 0.50% should test additional advertisement messages and context further to determine what can increase engagement during current and future campaigns.

Can we target our campaign to a specific cities or states?

Yes. Website campaigns can be targeted by an individual city, greater area of a city, state, or region. These ad campaigns currently cost \$6 CPM (\$1 CPM added to standard rate for targeting).

In what other ways can a campaign be targeted?

Campaigns can be targeted by website property, such as UMC.org or UMCom.org. Please reference the 2010 Media Kit for full descriptions of each website property. Additionally, campaigns can be targeted by User Type (Faith Seekers, Members, Church Leaders), Day and Time, or a technical attribute (Bandwidth, Browser Language, Operating System, Domain). Target campaigns beyond website property cost \$6 CPM (\$1 CPM added to standard rate for targeting).

How can we optimize our website advertising campaign?

Optimization is important to every website advertising campaign. From the beginning of a campaign to the end, multiple ad graphics can be provided for the ad management system to determine which of the ads perform the best. The best performing ad(s) automatically display the most frequently, while providing the option of pausing or replacing poor performing advertisements. The advertising team is available to consult on how ads are performing by contacting ads@umcom.org

What best practices can we follow when setting up our campaign?

Please contact the advertising team to obtain our best practices document.

What payment methods do you accept for website advertising?

Check and Credit Card payments by phone (Visa, MasterCard) are acceptable payment methods. All website advertising campaigns must be paid in advance of the campaign. Check payments must be received 10 days in advance; credit card payments must be received 3 days in advance. If credit card payment is desired, contact ads@umcom.org to coordinate.

When should the advertisement files be provided?

All advertisement graphics must be provided and approved by United Methodist Communications at least 5 days prior to the campaign's start date.

Where should check payments be sent to?

United Methodist Communications
P.O. Box 440230
Nashville, TN 37244-0230

What types of advertisements are acceptable?

United Methodist Communications advertising must conform to the Social Principles of The United Methodist Church and is subject to editorial approval. United Methodist Communications' 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. Changes and cancellations are not accepted after the reservation deadline. Cancellations must be made in writing. All rates are subject to change without notice.