# UNITED CHURCH OF CHRIST

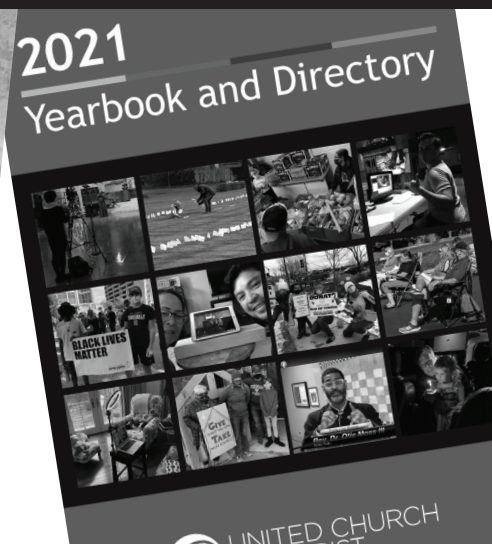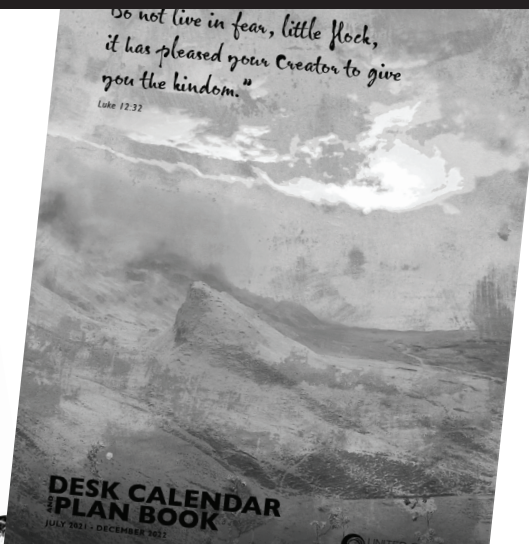# ADVERTISE

## with the United Church of Christ

Advertise online or in print to reach some of the
United Church of Christ's nearly
800,000 members across the country



**Desk Calendar · Yearbook · ucc.org · UCC News Digest**

# ADVERTISING RATES
effective January 1, 2022

# UCC Yearbook (2022)

Display advertising, print

The United Church of Christ Yearbook is an essential resource used annually by clergy and lay leaders that lists all UCC congregations, pastors, and other denominational data.

## AD SPECIFICATIONS

*Full Page*
Size:    4.75" (W) x 8" (H)
Color:  B&W only

*Half Page*
Size:    4.75" (W) x 3.875 (H) "
Color:  B&W only

Ads must be submitted as high-resolution PDFs with all fonts outlined and images embedded.

## AD PRICING

| | |
|---|---|
| Full-page display ad | $     500 |
| Full-page display ad, outside back cover: | $  5,000 |
| Full-page display ad, inside cover: | $  2,500 |
| Half-page display ad: | $     300 |

## DEADLINES

| | |
|---|---|
| Space reservation: | February 1, 2022 |
| Artwork: | March 1, 2022 |

### Need help designing your ad?

# ADVERTISING RATES
2022

UNITED CHURCH
OF CHRIST
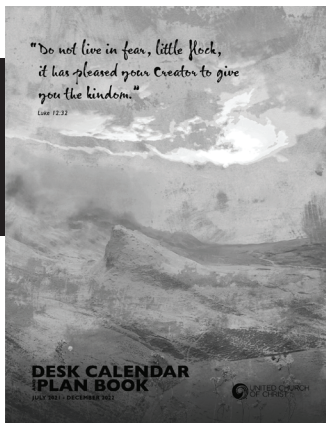
# UCC Desk Calendar (2022-2023)

## Display advertising, print

The United Church of Christ desk calendar is used as a daily planner for clergy and lay leaders throughout the United Church of Christ.

## AD SPECIFICATIONS

*Full Page, Vertical*
Size:   7.5" (W) x 10" (H)
Color: B&W only

*Half Page, Horizontal*
Size:   7.5" (W)  x 5" (H)
Color:  B&W only

*Quarter Page*
Size:   3.625" (W)  x 4.75" (H)
Color:  B&W only

*1/8 Page*
Size:   3.625" (W) x 2.25" (H)
Color:  B&W only

Ads must be submitted as high-resolution PDFs with all fonts outlined and images embedded.

## AD PRICING

| | |
|---|---|
| Full-page display ad: | $ 1,595 |
| Half-page display ad: | $   795 |
| Quarter page display ad: | $   395 |
| Calendar page strip ad: | $   250 |
| 1/8 page display ad: | $   150 |

## DEADLINES

Space reservation:   February 1, 2022
Artwork:                   March 1, 2022

### Need help designing your ad?

# ADVERTISING RATES
2022

UNITED CHURCH OF CHRIST
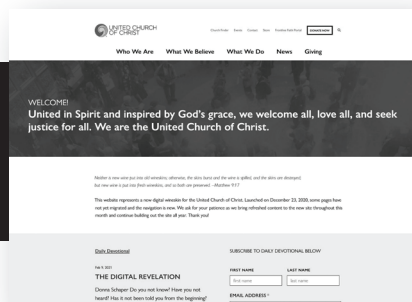
# ucc.org

## Display advertising, online

Reach over 53,000 users each month at ucc.org with display ads. Ads are dynamically showcased throughout the website in high-traffic sections, including news, events, home, and key information page areas. Over 643 thousand page views occur annually.

## AD SPECIFICATIONS

*Leaderboard Ad*
Size:  728 x 90 pixels, 72 dpi

*Square Ad*
Size:  300 x 300 pixels, 72 dpi

*Skyscraper Ad*
Size:  120 x 600 pixels, 72 dpi

Ads must be submitted as .jpg or .png files and include hyperlink at submission. To view an example of the ads online click here.

## AD PRICING

Leaderboard:  $500/month
Square:  $350/month
Skyscraper:  $150/month
Ad set-up:  $25/ad

## DEADLINES

Artwork:  Artwork can be updated at maximum 1 time per month, allowing for at least 5-7 days before display ad will go live on site. Each new ad will incur a $25 set-up fee.
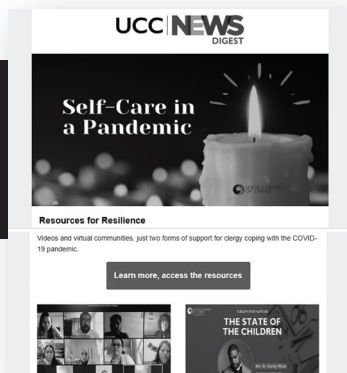
### Need help designing your ad?
See page 6 for a list of our design services and competitive rates.

# ADVERTISING RATES
2022

UNITED CHURCH OF CHRIST

# UCC News Digest
Display advertising, online

UCC News Digest is the United Church of Christ's weekly e-zine, produced every Tuesday and delivered to more than 39,000 subscribers with an average open rate over 30%.

## AD SPECIFICATIONS
*Banner ad*
Size:   418 x 235 pixels, 72 dpi

Ads must be submitted as .jpg or .gif files and include hyperlink at submission.

## AD PRICING (ANNUAL SUBSCRIPTION)
24 ads (non-consecutive weeks):   $5,800
20 ads (non-consecutive weeks):   $4,850
16 ads (non-consecutive weeks):   $3,900
12 ads (non-consecutive weeks):   $2,950
 6 ads (non-consecutive weeks):   $1,500

A premium per ad ($100) will be charged for consecutive week placement.
Placement is not guaranteed and is subject to availability.

## DEADLINES
Artwork:  One week (5 business days) ahead of scheduled week.

### Need help designing your ad?
See page 6 for a list of our design services and competitive rates.

## ADVERTISING RATES
2022

UNITED CHURCH OF CHRIST

# Design Services & Rates

In order to help our advertisers produce high-quality artwork and advertising, we offer the following design services and competitive rates for all listed advertising opportunities:

## PRINT DISPLAY AD DESIGN:

Full-page ad (color or black&white):     $250
Half-page ad (color or black&white):     $125
Quarter-page ad (color or black&white): $100
1/8-page ad (color or black&white):       $ 50

## ONLINE DISPLAY AD DESIGN:

Web banner ad:  $35
UCC Digest ad:   $35

The following items must be provided to the design team:
- High-resolution logos in vector file format (.eps or .ai)
- High-resolution (300 dpi) photos of images and/or graphics to be included
- Sketch or reference material for look and feel of ad
- Identity guidelines for your organization, if applicable

UNITED CHURCH OF CHRIST

# 2022 UCC Advertising Order Form

## CUSTOMER INFORMATION:

Organization Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

## ADVERTISING ORDER INFORMATION:

☐ **UCC Yearbook**  ☐ Full-page display ad  ☐ 1/2-page display ad ..................... $ _____

☐ **UCC Desk Calendar**   ☐ Full-page display ad  ☐ 1/2-page display ad
  ☐ 1/4-page display ad  ☐ 1/8-page display ad
  ☐ Calendar page strip ad ...........................................$ _____

☐ **ucc.org**  ☐ **skyscraper**  ☐ 12-month subscription  ☐ 6-month subscription
  ☐ **landscape**  ☐ 3-month subscription ...........................................$ _____
  ☐ **square**

☐ **UCC News Digest**  Annual Subscription  ☐ 24  ☐ 20  ☐ 16  ☐ 12  ☐ 6.............$ _____

## PAYMENT INFORMATION

TOTAL (from other side):  $ _____

☐  Check enclosed, payable to the United Church of Christ

> MAIL TO:   United Church of Christ, Attn: Connie Larkman
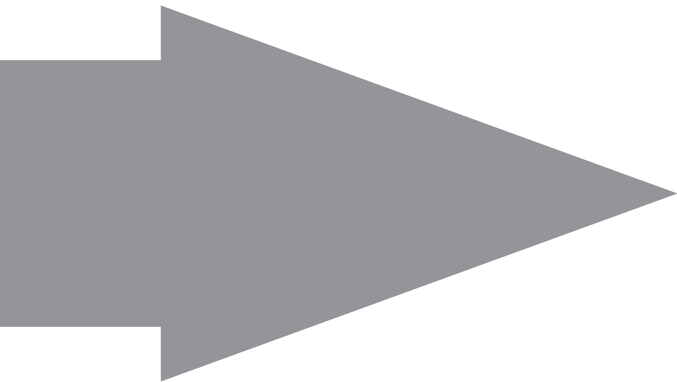> 700 Prospect Avenue, 2nd floor, Cleveland, Ohio 44115

☐  Please invoice me

*FOR UCC CUSTOMERS, ONLY*
☐  Please charge my account.  G/L#:_____

## DESIGN SERVICES

☐  **YES!  I am interested in using your design services.** I understand I will be contacted by someone to determine needed services, and I will be billed separately for these services.

☐  No, thank you. I will design my own advertising.

**PLEASE SUBMIT THIS COMPLETED FORM** to the attention of Connie Larkman at larkmanc@ucc.org, or via mail to 700 Prospect Avenue, Cleveland, OH 44115.

Upon receipt, you will be contacted to confirm advertising placement and to set-up an appropriate ad schedule (as applicable).

Full payment must be received prior to any advertising placement. Most ad placements are on a first-come, first-served basis.

The United Church of Christ reserves the exclusive right to refuse advertising orders.