



ADVERTISING OPPORTUNITIES 2011

**UNITED CHURCH
OF CHRIST**



UCC.ORG ADVERTISING RATES

The UCC website, <ucc.org>, is a 50,000+ page website offering a variety of resources and information to our user base of 200,000/month local church members of the 1.1-million-member UCC. Seventy percent of those web users are pastors and seminarians, and 30 percent are laypersons. **Rotating ads can be found on 90 percent of the site, including the most popular resource pages.**

The classified page at ucc.org is one of the website's top 6 pages visited.

Display Ads — Monthly Rates

\$450/ad per month — 3 month minimum required.* (*The cost is based on \$.01 per exposure/month.*)

* Display ads can be a link to your website.

Discounts

Web ads are discounted according to placement frequency and with additional UCC ad buys.

15% 6 or more ads/year

20% 9 or more ads/year

25% 12 ads/year

5% additional discount for UCC agencies, ministries and churches

5% additional discount if placed with a classified ad in the StillSpeaking magazine

5% additional discount if placed with a United Church News Digest display ad
(*10% additional discount with 3 UCNews Digest display ads annually*)

5% additional discount if placed with a UCC Yearbook ad

Digital Requirements for web-ready display ads

Acceptable formats: .swf, .jpg or .gif files;

Size: width 200 pixels, depth 150 pixels (*A pixel is a unit of measure option in your graphics program*)

Design and set-up fees

\$75/hour for web design. Set-up services are \$20/ad.

Classifieds

Classified ads are charged per calendar month at \$1.50/word with a \$25 minimum.

NOTE: All website ads — display and classified — are placed monthly. **Copy deadline:** 7 business days prior to the first of the month. *Ads that are filed after deadline or need to be placed immediately will be charged a 20 percent premium for immediate service.*

UNITED CHURCH NEWS DIGEST

United Church News Digest is the UCC's print news summary, available in .pdf form six times a year at ucc.org/news. It is featured prominently on the ucc.org home page and in KYeP and serves as a quick review of recent news. A new issue is available the first week of February, April, June, August, October and December.

Advertising rates:

Full page \$650
Half page \$500 (*vertical or horizontal*)
Quarter page \$300
Eighth page \$200

5% additional discount for UCC agencies, ministries and churches

5% additional discount for 2ads/year

10% additional discount for 4 ads/year

Ad deadline:

Ads must be reserved six weeks prior to publication, and sent 10 business days before distribution.

Issue	Ad deadline	Issue distributed
February	Jan. 17	Feb. 2
April	March 22	April 5
June	May 17	May 31
August	July 19	Aug. 2
October	Sept. 20	Oct. 4
December	Nov. 22	Dec. 6

Ad specs:

Full page 7.25" horizontal x 9.75" vertical
Horizontal half page 7.25" horizontal x 4.875" vertical
Vertical half page 3.5" horizontal x 9.75" vertical
Quarter page 3.5" horizontal x 7.875" vertical

STILLSPEAKING MAGAZINE

StillSpeaking is a high-quality, 88-page development magazine whose slogan, “More than words,” says it all. The magazine offers personal stories, thoughtful essays, evocative photography and high quality design to invite readers into a deepened relationship to and with the United Church of Christ.

Published twice annually in late Spring and the early Fall, StillSpeaking will be mailed to subscribers and identified donors, and offered by local congregations as a premium gift to prospective or new members.

Display Ads

Display ads can be purchased by authorized UCC entities, ministries and organizations. Non-UCC entities with a partnership with a national ministry can be approved by that organization. Advertising must be consistent with the social policy statements of the General Synod, and enhance the quality of the publication.

Classified Ads

Classified advertising will be available to all potential clients, at the cost of \$2.50/word, provided product is consistent with social policy statements of the General Synod.

YEARBOOK ADVERTISING RATES

The **Yearbook** is an essential resource that clergy and lay leaders keep at their fingertips year-round.

Advertising space currently is available in the 2011 UCC Yearbook. There are two sizes: full- or half-page. Ads are black-and-white only.

Ad Rates – UCC Yearbook 2011*

Ad Size	Price before Feb. 14	Price after Feb. 14
Full page	\$500	\$595
Half page	\$300	\$350

Pricing, PREMIUM Ad space*

Outside back cover	\$5,000
Inside front cover	\$2,500
Inside back cover	\$2,500

* Space is available to UCC advertisers first. Any unsold space will be offered to other potential clients after Feb. 1, 2011.

Advertising deadline: March 21, 2011.

Reserve your space by Feb. 14, 2011, and you earn an “early booking discount.”

Ad specs

Full page:	7.75” vertical x 4.75” horizontal
Half page:	3.75” vertical x 4.75” horizontal

Ads must be submitted electronically. Ads must be created and saved at 300 dpi.
Acceptable file formats: .pdf, .jpg., or .tif.