

2020 *Visitor* Advertising Guidelines and Rates/Media Kit

The Columbia Union *Visitor* is a 48-page, full-color news magazine for members of the Columbia Union Conference of Seventh-day Adventists. It is circulated to more than 64,000 households in the Allegheny East, Allegheny West, Chesapeake, Mountain View, Ohio, Pennsylvania, New Jersey and Potomac conferences. This year we are publishing six issues, January/February, March/April, May/June, July/August, September/October and November/December.

Advertising space is provided to church and parachurch organizations and businesses that provide products or services in harmony with the mission and beliefs of the Seventh-day Adventist Church (adventist.org). The Columbia Union *Visitor* does not endorse or guarantee the integrity of any product or service advertised, and we reserve the right to refuse or discontinue advertisements, at any time, and edit advertisements to comply with editorial policies.

Advertising Submission

First-time advertisers who are members of the Seventh-day Adventist Church must submit a letter of recommendation from their pastor or conference leadership, stating that they are members in good standing. Email is accepted for pastor recommendations and ad submissions to sjones@columbiaunion.net.

The 2020 ad submission deadline schedule for our first two issues is listed below and will be updated for 2020 as soon as it is available. Payment must be made no later than two weeks prior to the ad submission deadline. Checks and money orders accepted. Please make payable to Columbia Union *Visitor* and mail to Sandra Jones, Advertising Manager, Columbia Union *Visitor*, 5427 Twin Knolls Rd., Columbia, MD 21045. For classified advertising, please include a paper copy of your ad with payment. Invoices are available upon request.

***Visitor* Ad Submission Deadlines**

Display and Classified Ads:

2020

Jan/Feb
March

November 25
January 27

Digital Ads:

—Ads run weekly, submitted on Mondays and posted on Thursdays

For Advertising Information and Placement, contact:

Sandra Jones, Advertising Manager

(443) 259-9571

sjones@columbiaunion.net

VISITOR ADVERTISING PLATFORMS – Print and Online

CLASSIFIED ADVERTISING:

Classified Ads: \$60 for 50 words or less .75c for each additional word over 50.

Classified box ads (one-column width, text centered in a box): \$150 for 80 words or less.

Announcements: church and school events: \$20; all others at classified rates.

Frequency Discounts: 10% for 2 ads; 15% for 4 ads; 20% for 6 ads, scheduled in consecutive issues.

DISPLAY ADVERTISING:

Ad Specifications and Pricing:

Ad Size	Color	Cost	Dimension
Eighth	4/Color	\$ 450	1.5" w x 4.5" h
Quarter	4/Color	\$1,000	3.15" w x 4.4" h
Half	4/Color	\$1,700	3.1" w x 8.9" h 6.5" w x 4.4" h
Full	4/Color	\$2,800	8.125" w x 10.625" h (Bleed - 8.5" w x 11" h)
Back Cover	4/Color	\$3,200	7.5" w x 8.25" h (Bleed - 8.75" w x 8.75" h)

Ad packages and quantity discounts are available.

How to Submit Display Ads:

Ads are accepted in the following formats: JPEG or PDF.

All files must be high resolution (at least 300 dpi). Please note that we do not make corrections to ads, so please send your ad in its final format.

Submit display ads by email to Kelly Coe, kcoe@columbiaunion.net, and Sandra Jones, sjones@columbiaunion.net.

Do you have a question about your display ad format or size? Contact Kelly Coe, kcoe@columbiaunion.net, or by phone: (410) 997-3414, ext. 573.

DIGITAL MEDIA ADVERTISING

Digital ads are available in the email *Visitor* News Bulletin and on our *Visitor* news website, columbiaunionvisitor.com.

The *Visitor* News Bulletin is the weekly email newsletter published by the Columbia Union Conference, designed to keep members informed and connected between issues of the monthly magazine. It includes news, photos and quotes and is circulated to church leaders, educators, pastors and members who read and share it with their networks.

Columbiaunionvisitor.com provides the latest news coverage from around the Columbia Union and on issues important to Adventists. There are more than 73,412 pageviews to date as of September 30.

Digital Ad Rates:

\$80 each, minimum 2 ads
4 ads/\$288 (10% discount)
8 ads/\$544 (15% discount)
12 ads/\$768 (20% discount)

Digital Ad Specifications:

200 pixels wide
400 pixels tall
72 dpi
RGB
JPEG

Digital ads run weekly, submitted press-ready on Mondays and are posted on Thursdays. Payment is due prior to or with ad submission.

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