

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 63,000 households in the Allegheny East, Allegheny West, Chesapeake, Mountain View, Ohio, Pennsylvania, New Jersey and Potomac conferences. This year we are publishing six issues, Jan/Feb, Mar/Apr, May/June, July/Aug, Sept/Oct, and Nov/Dec.

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 is listed below. 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.

2020 *Visitor* Advertising Submission Deadlines

Display and Classified Ads:

January-February	November 25, 2019
March-April	January 27, 2020
May-June	March 30
July-August	May 26
September-October	July 27
November-December	September 21

2021

January-February
March-April

November 23, 2020
January 19, 2021

Digital Ads:

- Run weekly and switch out every Thursday.
- Submit ads no later than Monday same week.

Classified Advertising

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

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

Announcements: church and school events: \$15 for 50 words or less; all others at classified rates.

Frequency Discounts: 10% for 2 ads; 15% for 4 ads; 20% for 6 ads, scheduled consecutively during a 12-month period. Ads are posted on our *Visitor* website, columbiaunionvisitor.com, at no additional cost.

Display Advertising

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 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 copy Sandra Jones, sjones@columbiaunion.net.

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

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 more than 1,500 leaders, educators, pastors and members who read and share it with their networks.

The *Visitor* website, columbiaunionvisitor.com, provides the latest news coverage from around the Columbia Union and on issues important to Adventists. We average 8,000 viewers per month and had a total of 98,856 pageviews and 79,469 unique pageviews as of yearend 2019.

Digital Ad Rates and Ad Specifications

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

Ad Specifications:

200 pixels wide by 400 pixels tall; 72 dpi; RGB; JPEG

Digital ads run weekly, submitted press-ready and switched out every Thursday. The ad submission deadline is Monday of the week the ad is scheduled to run. Payment is due prior to or no later than with ad submission.

*** Ad packages available ***