

## **2018 *Visitor* Advertising Guidelines and Rates/Media Kit**

*Found on columbiaunionvisitor.com, under the Advertising & Subscription Information tab*

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 nearly 63,000 households in the Allegheny East, Allegheny West, Chesapeake, Mountain View, Ohio, Pennsylvania, New Jersey and Potomac conferences. We publish 10 issues yearly, with combined issues for January/February and July/August.

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](mailto:sjones@columbiaunion.net).

The 2018 ad submission/payment deadline schedule is at the bottom of this document. Payment must be made with ad submission. Checks and money orders accepted. Please make payable to Columbia Union *Visitor* and mailed 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.

### **Classified Advertising**

Classified Ads: \$60 for 50 words or less .75c for each additional word over 50.  
Column ads (classified ad centered in a box): \$150 for 80 words or less.  
Announcements: church and school events: \$25; all others at classified rates.  
Frequency Discounts: 10% for 5 ads; 15% for 10 ads, scheduled yearly. Ads are posted on our *Visitor* website, [columbiaunionvisitor.com](http://columbiaunionvisitor.com), at no additional cost.

## Display Advertising

Ad Size	Color	Cost	Dimension
Eighth	4/Color	\$ 400	1.5" w x 4.5" h
Quarter	B/W	\$ 800	3.15" w x 4.4" h
	4/Color	\$1,000	
Half	B/W	\$1,500	3.1" w x 8.9" h 6.5" w x 4.4" h
	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)

Frequency Discount: 15% for 6 or more ads on a single contract.

**\*\*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](mailto:kcoe@columbiaunion.net), and copy Sandra Jones, [sjones@columbiaunion.net](mailto: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](mailto:kcoe@columbiaunion.net).

**Ad submission/payment deadline schedule listed below.**

## Digital Media Advertising

Digital ads are available in the email *Visitor* News Bulletin and on our *Visitor* news website, [columbiaunionvisitor.com](http://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 3,200 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 an average of 9,000 page views and more than 3,000 users per month.

## **Digital Ad Rates and Ad Specifications**

\$60 each; minimum 2 ads

4 ads/\$240; 8 ads/\$430 (10% discount); 12 ads/\$610 (15% discount)

### Ad Specifications:

200 pixels wide by 400 pixels tall

72 dpi

RGB

JPEG

Digital ads run weekly, submitted press-ready and switch out every Thursday. Ad submission deadline is on Mondays, 10 days prior to the run date. Payment is due with ad submission.

**\*\* Ad packages available \*\***

## **2018 Advertising Submission/Payment Deadlines**

### Display and Classified Ads:

Jan/Feb

March

April

May

June

Jul/Aug

September

October

November

December

November 20

January 22

February 19

March 26

April 23

May 21

July 12

August 20

September 17

October 22

**2019**

Jan/Feb 2019  
March 2019

November 26  
January 21

**Digital Ads:**

- Ads run weekly and switch out every Thursday.
- Ad submission deadline falls on Mondays, 10 days before the ad is scheduled to run.
- Payment is due with ad submission.

**Advertising Information/Placement, contact:**

Sandra Jones, Advertising Manager  
(410) 997-3414, ext. 571  
sjones@columbiaunion.net