

2019 *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. 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.

The 2019 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.

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: \$15; 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, 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 and quantity discounts 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 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 more than 70,000-page views and 56,000 users through third quarter this year.

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. The ad submission deadline is Monday of the week the ad is scheduled to run. Payment is due with ad submission.

*** Ad packages and quantity discounts available ***

2019 *Visitor* Advertising Ad Submission Deadlines

Display and Classified Ads:

Jan/Feb	November 26
March	January 28
April	February 25
May	March 25
June	April 22
Jul/Aug	May 28
September	July 22
October	August 26
Nov/Dec	September 23

2020

Jan/Feb	November 25
March	January 27

Digital Ads:

- Ads run weekly and switch out every Thursday.
- Ad submission the Monday of the week the ad is scheduled to run.
- Payment is due with ad submission.

For Advertising Information and Placement, contact:

Sandra Jones, Advertising Manager
(443) 259-9571
sjones@columbiaunion.net