

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. This year we are publishing nine issues, with combined issues for January/February, July/August 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 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.

***Visitor* Ad Submission Deadlines**

Display and Classified Ads:

2019

Jan/Feb
March
April
May
June
Jul/Aug

November 26
January 28
February 25
March 25
April 22
May 28

September
October
Nov/Dec

July 22
August 26
September 23

2020

Jan/Feb
March

November 25
January 27

Digital Ads:

- Ads run weekly, submitted on Mondays and switch out on Thursdays
- Payment must be made before the ad runs.

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 box): \$150 for 80 words or less.

Announcements: church and school events: \$15; all others at classified rates.

Frequency Discounts: 10% for 3 ads; 15% for 6 ads; 20% for 9 ads, scheduled in consecutive issues.

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 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.

Digital Ad Rates and Ad Specifications

\$60 each; minimum 2 ads

4 ads/\$240; 8 ads/\$430 (10% discount); 12 ads/\$610 (15% discount);
16 ads/\$765 (20% discount).

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.

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