

## **2021 *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 nearly 65,000 households in the Allegheny East, Allegheny West, Chesapeake, Mountain View, New Jersey, Ohio, Pennsylvania 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](http://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 and Payment Information**

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 recommendations and ad submissions to [sjones@columbiaunion.net](mailto:sjones@columbiaunion.net).

Please submit all advertising to Sandra Jones, [sjones@columbiaunion.net](mailto:sjones@columbiaunion.net). Payment is expected by the ad submission deadline (schedule below). Checks and money orders are accepted, 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 text with payment.

Invoices are available upon request.

### **2021 *Visitor* Advertising Submission Deadlines**

#### **Display and Classified Ads:**

January-February

March-April

May-June

July-August

September-October

November 25, 2020

January 27, 2021

March 22

May 24

July 26

November-December

September 20

**2022**

January-February

November 22, 2021

March-April

January 24, 2022

**Online Classified Ads:**

—One week prior to scheduled posting

**Digital Ads:**

—Run weekly and switch out every Thursday.

—Ad submission no later than Monday of the week scheduled for posting.

**Classified Advertising (Print and Online)**

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

**Online Classified Ads:** \$60 for 50 words or less; .75 cents for each additional word over 50. Minimum: \$60 for 30 days.

**Classified Box Ads** (text centered in a box): \$120 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 3 or more ads, scheduled in consecutive issues or online ads for a minimum of 90 consecutive days.

***Invoices are available upon request.***

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

For questions about your display ad format or size, contact Kelly Coe at (410) 997-3414, ext. 573, or [kcoe@columbiaunion.net](mailto:kcoe@columbiaunion.net).

## Digital Media Advertising

**Digital ad** space is available for posting your ads on three *Visitor* platforms in 2021: the *Visitor* website, [columbiaunionvisitor.com](http://columbiaunionvisitor.com); the weekly, *Visitor News Bulletin*, (VNB) e-newsletter; and a second weekly, *VNB*, highlighting the Columbia Union's 2021 Year of the Bible emphasis on God's Word.

VNB 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.

VNB subscribers will also be sent weekly, *Words of Life* devotionals, straight to their email inboxes. Twice a month, we'll also share short inspirational video messages from Kettering College Chaplain Steve Carlson. To subscribe, go to [columbiaunionvisitor.com/vnb](http://columbiaunionvisitor.com/vnb).

The Columbia Union *Visitor* website, [columbiaunionvisitor.com](http://columbiaunionvisitor.com), averaged 8,085 pageviews per month; 58,416 unique pageviews and 72,765 pageviews through October 30, 2021.

## **Digital Ad Rates and Specifications**

### **Rates:**

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

### **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 with ad submission.

***Invoices are available upon request.***

**Ad packages available.**