ADVERTISE
with the United Church of Christ

Advertise online or in print to reach some of the United Church of Christ’s nearly 900,000 members across the country.

Desk Calendar · Yearbook · ucc.org · Keeping You Posted

ADVERTISING RATES
effective January 1, 2019
The United Church of Christ Yearbook is an essential resource used annually by clergy and lay leaders that lists all UCC congregations, pastors, and other denominational data.

AD SPECIFICATIONS

Full Page
Size: 4.75” (W) x 8” (H)
Color: B&W only

Half Page
Size: 4.75” (W) x 3.875 (H)
Color: B&W only

Ads must be submitted as high-resolution PDFs with all fonts outlined and images embedded.

AD PRICING

Full-page display ad: $500
Full-page display ad, outside back cover: $5,000
Full-page display ad, inside cover: $2,500
Half-page display ad: $300

DEADLINES

Space reservation: February 15, 2019
Artwork: March 15, 2019

Need help designing your ad?
See page 6 for a list of our design services and competitive rates.
UCC Desk Calendar (2019-2020)
Display advertising, print

The United Church of Christ desk calendar is used as a daily planner for clergy and lay leaders throughout the United Church of Christ.

AD SPECIFICATIONS

**Full Page, Vertical**
- Size: 7.5” (W) x 10” (H)
- Color: B&W only

**Half Page, Horizontal**
- Size: 7.5” (W) x 5” (H)
- Color: B&W only

**Quarter Page**
- Size: 3.625” (W) x 4.75” (H)
- Color: B&W only

**1/8 Page**
- Size: 3.625” (W) x 2.25” (H)
- Color: B&W only

Ads must be submitted as high-resolution PDFs with all fonts outlined and images embedded.

AD PRICING

- Full-page display ad: $ 1,595
- Half-page display ad: $ 795
- Quarter page display ad: $ 395
- Calendar page strip ad: $ 250
- 1/8 page display ad: $ 150

DEADLINES

- Space reservation: February 15, 2019
- Artwork: March 15, 2019

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Each year, ucc.org has more than 5.2 million pageviews. Rotating display ads can be found on 90% of the site.

AD SPECIFICATIONS

Banner ad
Size: 305 x 230 pixels, 72 dpi

Ads must be submitted as .jpg or .gif files and include hyperlink at submission.

AD PRICING

12-month subscription: $2,675 (a 25% savings)
6-month subscription: $1,785 (a 15% savings)
3-month subscription: $1,050
  Ad set-up: $25/ad

DEADLINES

Artwork: Artwork can be updated at maximum 1 time per month, allowing for at least 5-7 days before display ad will go live on site. Each new ad will incur a $25 set-up fee.

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Keeping You Posted
Display advertising, online

Keeping You Posted (KYP) is the United Church of Christ’s weekly e-zine, produced every Tuesday and delivered to more than 30,000 subscribers on a weekly basis (with an average open rate of 25%).

AD SPECIFICATIONS
Banner ad
Size: 289 x 128 pixels, 72 dpi

Ads must be submitted as .jpg or .gif files and include hyperlink at submission.

AD PRICING (ANNUAL SUBSCRIPTION)
24 ads (non-consecutive weeks): $5,800
20 ads (non-consecutive weeks): $4,850
16 ads (non-consecutive weeks): $3,900
12 ads (non-consecutive weeks): $2,950
6 ads (non-consecutive weeks): $1,500

A premium per ad ($100) will be charged for consecutive week placement. Placement is not guaranteed and is subject to availability.

DEADLINES
Artwork: One week (5 business days) ahead of scheduled week.

Need help designing your ad?
See page 6 for a list of our design services and competitive rates.
Design Services & Rates

In order to help our advertisers produce high-quality artwork and advertising, we offer the following design services and competitive rates for all listed advertising opportunities:

**PRINT DISPLAY AD DESIGN:**
- Full-page ad (color or black&white): $250
- Half-page ad (color or black&white): $125
- Quarter-page ad (color or black&white): $100
- 1/8-page ad (color or black&white): $50

**ONLINE DISPLAY AD DESIGN:**
- Web banner ad: $35
- KYeP ad: $35

The following items must be provided to the design team:
- High-resolution logos in vector file format (.eps or .ai)
- High-resolution (300 dpi) photos of images and/or graphics to be included
- Sketch or reference material for look and feel of ad
- Identity guidelines for your organization, if applicable
CUSTOMER INFORMATION:

Organization Name: _________________________________________________________________________________

Contact: __________________________________________________________________________________________

Address: __________________________________________________________________________________________

City: ______________________________________________  State: ______________  Zip: ______________________

Phone: ________________________________  Email: _____________________________________________________

ADVERTISING ORDER INFORMATION:

☐ UCC Yearbook  ☐ Full-page display ad  ☐ 1/2-page display ad ..................... $ ________

☐ UCC Desk Calendar  ☐ Full-page display ad  ☐ 1/2-page display ad  ☐ 1/4-page display ad  ☐ 1/8-page display ad  ☐ Calendar page strip ad ................................................................. $ ________

☐ ucc.org  ☐ 12-month subscription  ☐ 6-month subscription  ☐ 3-month subscription .............................................................$ ________

☐ Keeping You Posted  Annual Subscription  ☐ 24  ☐ 20  ☐ 16  ☐ 12  ☐ 6  .......................$ ________

continued
**PAYMENT INFORMATION**

TOTAL (from other side): $ __________________

☐ Check enclosed, payable to the United Church of Christ  
MAIL TO: United Church of Christ, Attn: Connie Larkman  
700 Prospect Avenue, 2nd floor, Cleveland, Ohio 44115

☐ Please invoice me

**FOR UCC CUSTOMERS, ONLY**

☐ Please charge my account. G/L#:_________________________________________________________

**DESIGN SERVICES**

☐ YES! I am interested in using your design services. I understand I will be contacted by someone to  
determine needed services, and I will be billed separately for these services.

☐ No, thank you. I will design my own advertising.

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**PLEASE SUBMIT THIS COMPLETED FORM** to the attention of Connie Larkman at larkmanc@ucc.org, or via mail to 700 Prospect Avenue, Cleveland, OH 44115.

Upon receipt, you will be contacted to confirm advertising placement and to set-up an appropriate ad schedule (as applicable).

Full payment must be received prior to any advertising placement. Most ad placements are on a first-come, first-served basis.

The United Church of Christ reserves the exclusive right to refuse advertising orders.