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.
ADVERTISING RATES
2020

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 28, 2020
Artwork: March 16, 2020

Need help designing your ad?
See page 6 for a list of our design services and competitive rates.
UCC Desk Calendar (2020-2021)
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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (W x H)</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page, Vertical</td>
<td>7.5&quot; x 10&quot; (H)</td>
<td>B&amp;W only</td>
</tr>
<tr>
<td>Half Page, Horizontal</td>
<td>7.5&quot; x 5&quot; (H)</td>
<td>B&amp;W only</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625&quot; x 4.75&quot; (H)</td>
<td>B&amp;W only</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.625&quot; x 2.25&quot; (H)</td>
<td>B&amp;W only</td>
</tr>
</tbody>
</table>

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

AD PRICING

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page display ad</td>
<td>$1,595</td>
</tr>
<tr>
<td>Half-page display ad</td>
<td>$795</td>
</tr>
<tr>
<td>Quarter page display ad</td>
<td>$395</td>
</tr>
<tr>
<td>Calendar page strip ad</td>
<td>$250</td>
</tr>
<tr>
<td>1/8 page display ad</td>
<td>$150</td>
</tr>
</tbody>
</table>

DEADLINES

<table>
<thead>
<tr>
<th>Type</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservation</td>
<td>February 28, 2020</td>
</tr>
<tr>
<td>Artwork</td>
<td>March 16, 2020</td>
</tr>
</tbody>
</table>

Need help designing your ad?
See page 6 for a list of our design services and competitive rates.
Each year, ucc.org has more than 1.7 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.

Need help designing your ad?
See page 6 for a list of our design services and competitive rates.
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 27,000 subscribers on a weekly basis (with an average open rate over 20%).

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)

<table>
<thead>
<tr>
<th>Number of Ads (non-consecutive weeks)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>$5,800</td>
</tr>
<tr>
<td>20</td>
<td>$4,850</td>
</tr>
<tr>
<td>16</td>
<td>$3,900</td>
</tr>
<tr>
<td>12</td>
<td>$2,950</td>
</tr>
<tr>
<td>6</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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.
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
2020 UCC Advertising Order Form

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.

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.