

South Carolina United Methodist Advocate

Advertising Rate Sheet

The *South Carolina United Methodist Advocate* is the award-winning monthly newspaper of the quarter-million United Methodists in South Carolina. Started in 1837, it is the **oldest newspaper in Methodism**. With 100+ awards for writing and journalistic excellence since 2010, today's *Advocate* is a fresh, relevant, readable publication.

In 2017, Methodists gave \$16.2 million to United Methodist ministries in this state, in addition to gifts to other charities. The United Methodist Church provides a multicultural market, with African Americans comprising 20%, plus Latinos, Native Americans, more. Youth make up 20%. Delivered to 8,000 subscribers and pastors, the *Advocate* has an estimated total readership of 50,000.

COSTS

- \$19 per column inch for display and classified ads. All ads are open rate. Popular sizes at right, or make your own.
- \$50 extra for one spot color; \$200 extra for full-color
- \$35 extra for back or center guaranteed
- Design services are free.
- Discounts available: 15% off for 10-12 month contracts, 10% off for 6-9 month contracts, 5% off for 3-5 month contracts. Extra 5% off for SC-based UMC organizations.

SIZES

Vertical minimum 1" and maximum 15.875". Four columns total for display ads: One-column width is 2.46", two-column width is 5.09", three-column width is 7.71" and four-column width is 10.35". Classifieds are a three-column format (3.35" wide per column).

INTERNET RATES

- **Top banner** (728x90px): \$99/mo. (\$90/mo w/print contract)
- **Side box** (330x181px): \$50/mo. (\$40/mo w/print contract)

INSERTS

\$65/K single sheet, \$75/K 2- to 8-page tab, \$85/K 12- to 16-page tab. Inserts must be on 30 lb. paper (10.5x15.5" maximum, 8.5x11" minimum) and shipped to or with *Advocate's* printer seven business days before printing.

BILLING AND DEADLINE

Billed monthly; all bills due on receipt. Deadline is 10th of each month for next month's paper.

POLICY

The *Advocate* has the right to refuse ads that do not meet printing standards or violate UMC principles. Paid political candidate/issue ads not permitted.

Popular Sizes

Full-page ad, 4 col. x 15.875", \$1,206.50

Half-page ad
4 columns x 7.9"
\$600.40

Quarter-page ad
2 columns x 7.9"
\$300.20

Eighth-page ad
2 columns x 3.87"
\$147.06

Classified ad
1 column x 2"
\$38

Prices are black and white. Color for all ad sizes:
\$200 extra full-color, \$50 extra one spot color

**NEW: A business card section for Christian
or Christian-run smaller businesses:**

Here's
my
card

Just \$30/month!
Display your business card here!
Email advocatesales@umcsc.org
or call Toni at 843-408-7879.