



2025 RATE CARD

PACKAGES

MEMBER PACKAGE • \$3,000

- UMC.org
300x250 | 200K impressions
- Two issues of UM Now 300x250
- Two episodes of GYSIS Podcast

LEADER PACKAGE • \$3,600

- ResourceUMC.org
300x250 | 100K impressions
- Two issues each of MyCom and The Source e-newsletters
- One episode of the MyCom Podcast

NEWS PACKAGE • \$4,500

- UMNews.org
300x250 | 50K impressions
- UMC.org
300x250 | 200K impressions
- UM News Digest | 4 weeks

ALL EMAIL PACKAGE • \$5,000

Two weeks in each e-newsletter

- UM News Daily Digest
- UM Now
- MyCom
- The Source

WEBSITES

UMC.ORG

HEADER	300X250 AD SIZE
\$11 CPM	\$8 CPM
FOOTER	IMPRESSIONS
\$4 CPM	150K impressions minimum

RESOURCEUMC.ORG

HEADER	300X250 AD SIZE
\$13 CPM	\$11 CPM
FOOTER	IMPRESSIONS
\$6 CPM	25K impressions minimum

UMNEWS.ORG

HEADER	300X250 AD SIZE
\$13 CPM	\$11 CPM
FOOTER	IMPRESSIONS
\$6 CPM	25K impressions minimum

MINISTRY SOLUTIONS*

**Top tier • \$2,500 for six months,
\$3,750 for full year**

- Up to 2 spots available; includes header ad placement
- Options for video and lead gen form

**Tier two • \$1,250 for six months,
\$1,875 for full year**

- Up to 2 spots available; includes header ad placement
- Option for either video or lead gen form

**Standard listing • \$750 for six months;
\$1,250 for full year**

**Video add on • \$500 for six months;
\$625 for full year**

*All listings include dedicated page on ResourceUMC.org.



COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

2025 RATE CARD

E-NEWSLETTERS

NEWS AND MEMBER AUDIENCES

- UM News Daily Digest | \$650/week
News delivered Mon-Fri
- United Methodist Now | \$700/issue
Every other week to UM member audience

LEADER AUDIENCE

- MyCom | \$750/issue
Every other week marketing & communication tips
- The Source | \$525/issue
Every other week to UM church leaders

TAKEOVERS

RESOURCEUMC.ORG HOMEPAGE

- Appear in all ad slots on the ResourceUMC.org homepage for a set period of time or number of impressions
- \$12 CPM or \$500/month

UMC.ORG FOOTER

- 100% of impressions | \$3,800/month
- 25% of impressions | \$950/month
- Includes anchor ad on all devices

MOBILE PAGE

- Be the sole ad on a mobile page
 - UMC.org | \$8 CPM
 - UMNews.org | \$11 CPM
 - ResourceUMC.org | \$11 CPM

PODCAST • \$2,000

- Be the sole sponsor of a podcast for 12 episodes in a row
- Receive mention on social media and other promotions for the sponsored podcast

ADDITIONS

E-NEWSLETTERS

- Guaranteed spot in top row: \$50
- Full width ad available. Inquire for specific pricing.

GEO-TARGETING

- \$1 CPM added (may need large geographic area to meet minimum impressions)

SPANISH-, FRENCH- OR KOREAN-LANGUAGE TARGETING

- \$11 CPM (all sites, all ad slots)
- e-newsletter in Spanish or Korean also included in full-month package (contact sales rep for details)

PODCAST SPONSORSHIP

- \$100/episode or \$1,000 for a 12-episode run in a single podcast.
- May select either a 0:60 mid-roll or a combination of a 0:15 pre-roll and a 0:30 end-roll.

CREATIVE DESIGN

- \$75/hour for two hours of design assistance, including initial discovery, two proofs and a final set of art files

DISCOUNTS

NON-GUARANTEED REMNANT INVENTORY ½ OFF CPM;

- billed on actual amount delivered

ADDITIONAL DISCOUNTS MAY BE AVAILABLE FOR BULK ORDERS;

- contact us for details