



Connecting You to United Methodist Leaders and Members:

# INTERPRETER

## MEDIA KIT 2014

### ABOUT *INTERPRETER*

*Interpreter* is the award-winning, official ministry magazine of The United Methodist Church. It has the largest circulation and readership as well as the most recognized name of all United Methodist publications.

Our content inspires influential United Methodist readers — both lay and clergy — to grow spiritually and to serve in the church and beyond. *Interpreter* is a trusted source for fresh ideas in ministry and spiritual living with stories from leaders and members who are making a difference in our church and communities.

The subscriber list is qualified annually with local church pastors designating at least five members to receive the print edition and an unlimited number to receive the digital edition.

### EXCITING CHANGES IN 2014

A new year, a new look and 20 more pages per issue!

This year, readers will find more stories about revitalized congregations. They will read about individuals whose faith grows throughout the trials and triumphs of everyday life. As always, we will challenge our readers to claim their United Methodist identity and carry faith into the world.

Reader favorites like the practical “It Worked for Us” articles and the motivational seasonal and human interest features continue in our redesign.

*Interpreter*’s new digital format is responsive to the screens of mobile devices and allows for multi-media embeds and interactions. Talk with your advertising representative about how upgrading to these features can draw more attention to your ad and products.



### 2014 COVER THEMES

subject to change

- **March/April:** When the Unthinkable Happens
- **May/June** Faith and Aging (reserve by 3/10/14)
- **July/Aug** Faithful Community (reserve by 5/8/14)
- **Sept/Oct** Answering God’s Call (reserve by 7/24/14)
- **Nov/Dec** Technology & Ministry (reserve by 9/8/14)
- **Jan/Feb ‘15** The United Methodist Church Today (reserve by 11/3/14)

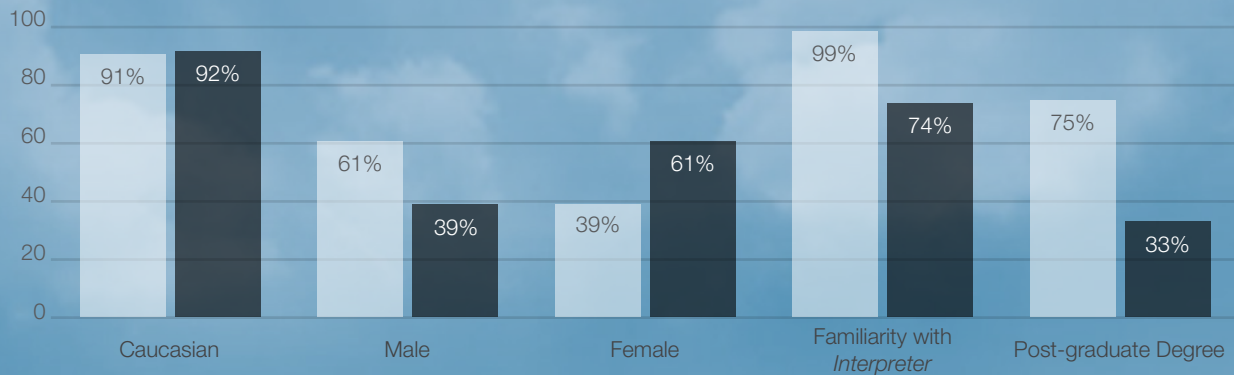
# WHO ARE INTERPRETER READERS?

Pastors

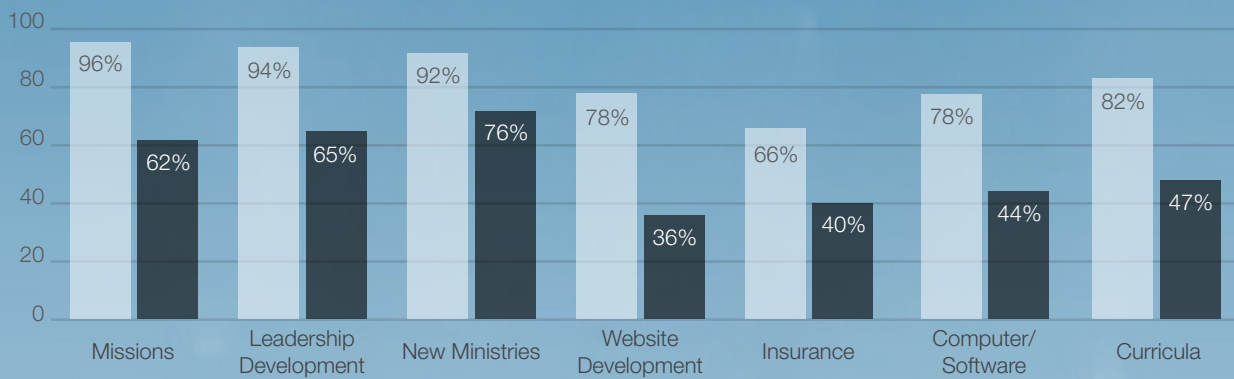
Leaders

Circulation: 120,435 (total) 35,531 (digital) Ages: 42% 54 and under 39% 55 - 64

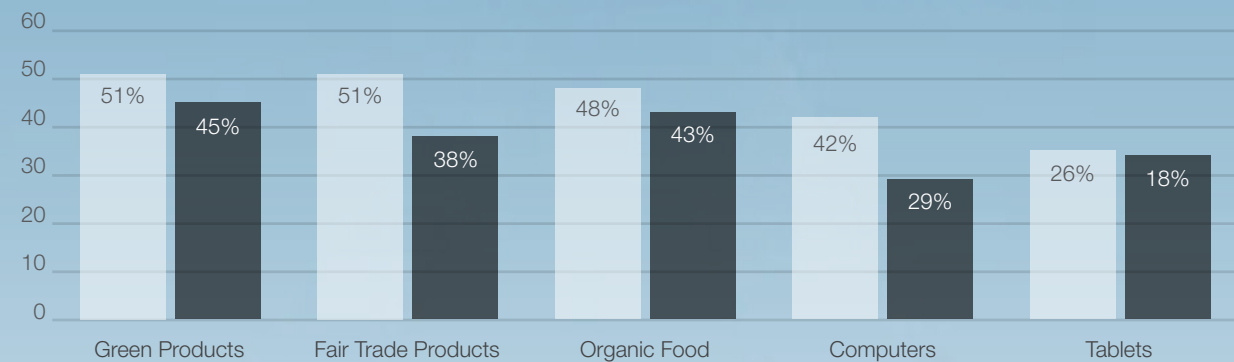
## DEMOGRAPHICS



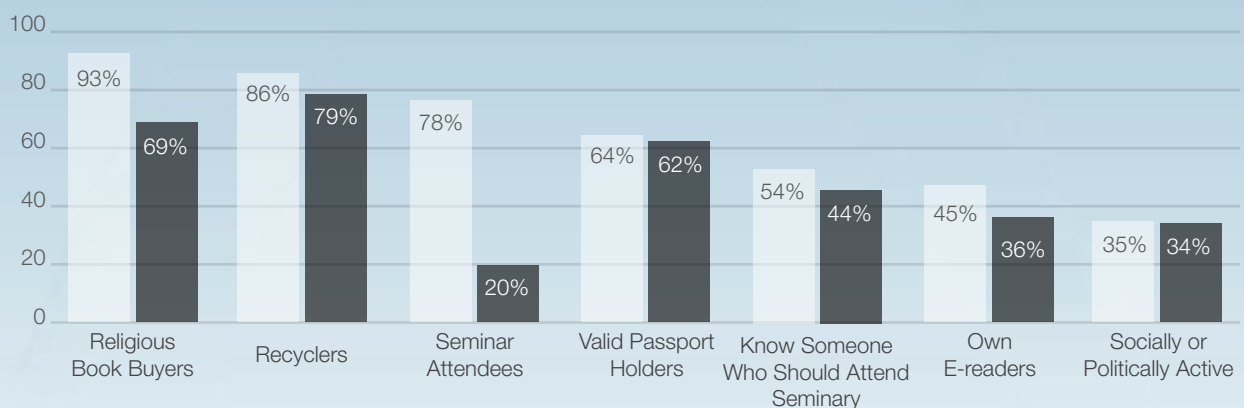
## DECISION MAKERS INVOLVED IN...



## PURCHASED FOR PERSONAL USE IN 2013



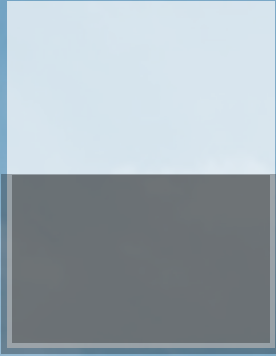
## OUR READERS



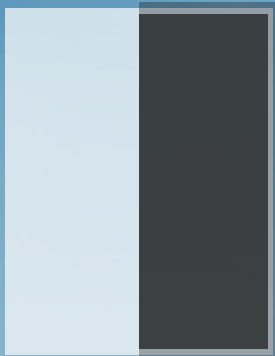
# 2014 AD SIZES AND RATES



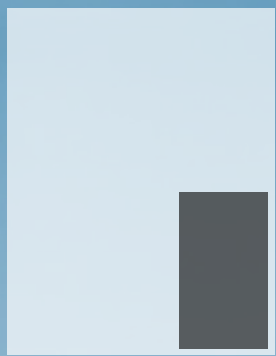
Full Page Print  
Trim size: 8.375" x 10.875"



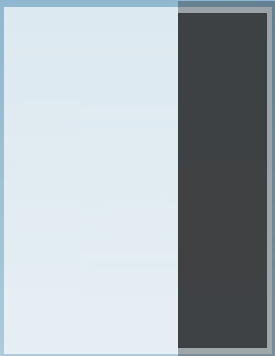
Half Page Horizontal Print  
Trim Size: 8.375" x 5.3543"



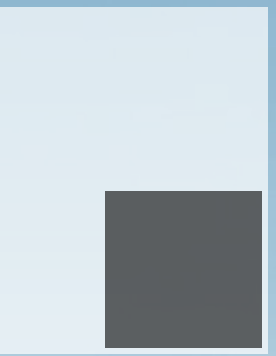
Half Page Vertical Print  
Trim Size: 4.104" x 10.875"



1/4 Page Vertical Print  
Trim Size: 2.3472" x 4.667"



1/3 Page Vertical Print  
Trim Size: 2.8472" x 10.875"



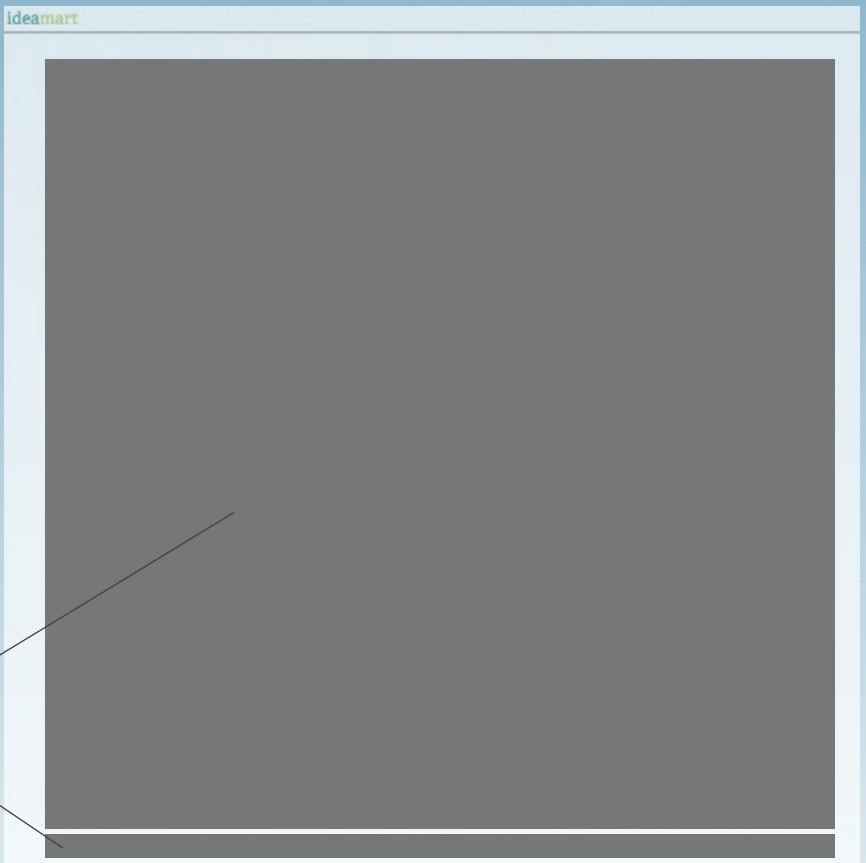
1/3 Page Square Print  
Trim Size: 4.86" x 4.667"

	1x	3x	6x	Enhanced Digital	
<b>COLOR</b>					
Full page	\$4,450	\$4,000	\$3,800	\$400 embedded webpage/\$1000 embedded video	
1/2 (vertical or horizontal)	\$3,150	\$2,650	\$2,800		
1/3 (vertical or square)	\$2,300	\$1,950	\$2,100		
1/4 vertical	\$1,700	\$1,600	\$1,500		
Cover 2	\$5,100	\$4,600	\$4,300		
Cover 3	\$4,700	\$4,200	\$4,000		
Footer					\$800
Inserts (2, 4, 8 pages)	Upon Request				
2-page spreads	Upon Request				
<b>BLACK/WHITE</b>					
Full page	\$3,800	\$3,400	3,200		
1/2 (vertical or horizontal)	\$2,700	\$2,400	2,300		
1/3 (vertical or square)	\$1,900	\$1,700	1,600		
1/4 vertical	\$1,200	\$1,050	900		
<b>CLASSIFIED FORMAT</b>					
1 col 2.3472" x 1"	\$200				
1 col 2.3472" x 2"	\$400				
1 col 2.3472" x 3"	\$600				

**New!** Enhanced digital *Interpreter* ads support website or video embeds.

Full-Page Enhanced Digital  
940 pixels x Full Height

Sticky Footer Digital  
940 x up to 50 pixels  
Appears on every page



## AD FILE SPECS

### COLOR ADS

- 4-color build (CMYK, no spots)
- Images at 300 dpi
- Embedded fonts (no True Type)
- .125" bleed and crop marks (if applicable)

### B&W ADS

- Grayscale TIFF
- Images at 300 dpi
- .125" bleed and crop marks (if applicable)

### DIGITAL ADS

Ads appearing in the magazine will also appear in the revamped digital *Interpreter* at no extra cost. Advertisers may opt to upgrade ads at a cost to include digital embeds.

- Image output resolution 150 dpi
- Embedded fonts
- Convert ligatures into letters

## AD FILE FORMATS

### PRINT ADS

- PDF (PDF/X-1a:2001)
- TIFF EPS
- InDesign

### DIGITAL ADS

- PDF
- EPS
- AI
- Adobe SWF
- GIF
- JPG
- TIFF

*More advertising channels are available. Speak with your advertising manager for more details or contact:*

**Jane T. Massey at**  
**[jmassey@umcom.org](mailto:jmassey@umcom.org) or**  
**call 615.945.6231.**

## TERMS & AGREEMENT

### GENERAL ADVERTISING POLICY

Advertising for all publications must conform to the Social Principles of The United Methodist Church and is subject to editorial approval. All advertising should, as much as possible, reflect the cultural diversity that exists within The United Methodist Church. Advertising policy prohibits advertising programs or resources that are in direct competition with official United Methodist programs or resources. All advertisements must comply with all applicable federal, state and local laws and regulations, as well as have no political agenda. Therefore, United Methodist Communications reserves the right to refuse advertisements that do not comply with these policies, as well as other inappropriate or unacceptable advertising. United Methodist Communications is not liable for any costs relative to an advertisement that is rejected.

### ADVERTISING POLICY AND FIRST-TIME ADVERTISER REQUIREMENTS

No advertisement will be published without execution of a valid advertising contract. All new advertisers must complete a credit application form and provide appropriate financial information to United Methodist Communications. For first-time advertisers, initial ads are to be paid in advance. With credit approval, subsequent ads can be invoiced by United Methodist Communications directly to the advertiser and/or the advertising agent upon publication of the issue that contains the advertisement.

### PAYMENT POLICY AND DELINQUENCY STATUS

All invoices for advertising should be paid within 30 days of invoice date. If payment is not received, accounts are considered delinquent. United Methodist Communications will initiate contact to inform advertiser of delinquent status. An advertising account in delinquent status is subject to rejection of future advertisements. Furthermore, ads that already have been contracted for (such as annual contracts) are subject to being pulled from the issues in which they are scheduled to run.

### CANCELLATION/CHANGE POLICY

Cancellations are not accepted after the reservation deadline. Cancellations must be made in writing. Advertisers requesting changes in advertisement dimensions after the reservation deadline will incur a late fee of \$50 per occurrence. Advertisers providing artwork or other material after the ad art deadline will incur a late fee of \$50 per occurrence. An advertiser requesting or authorizing United Methodist Communications to make changes in text, art or design of an existing advertisement will incur a fee of \$50 per occurrence. All requests and authorizations for such changes must be submitted in writing.

### INDEMNIFICATION

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless United Methodist Communications, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.