

South Carolina  
**United Methodist Advocate**

## 2020 Advertising Rate Sheet

Reach United Methodist pastors, church leaders  
with an ad in the award-winning Advocate newspaper

- Reach your ideal demographic
- Affordable rates
- Free design services

The *South Carolina United Methodist Advocate* is the award-winning monthly newspaper of the quarter-million United Methodists in South Carolina. Founded in 1837, it is the **oldest newspaper in Methodism**. With 115+ awards for journalistic excellence since 2010, today's *Advocate* is a fresh, relevant, readable publication. In 2019, Methodists gave nearly \$16 million to United Methodist ministries in this state, in addition to gifts to other charities. Delivered to 8,000 multicultural 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% for 6-9 month contracts, 5% 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: 1-column width is 2.46", 2-column is 5.09", 3-column is 7.71" and 4-column is 10.35". Classifieds are a 3-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](mailto:advocatesales@umcsc.org)  
or call Toni at 843-408-7879.