

2024 Rate Card

For print ad sales, contact: Mark Thomson at mark.thomson@pcusa.org

All print ads are billed individually after they run

PRINT ADS

Presbyterians Today

Issue	Theme	Ad Due	Mail Date
Quarter 1	Faithful and Spirit-led	10/30/2023	2/5/2024
Quarter 2	Humility	1/10/2024	5/7/2024
Quarter 3	Relationships	4/9/2024	8/8/2024
Quarter 4	Equity and Justice	7/9/2024	11/6/2024

Ad Sizes	1 Issue	2 Issue	3 Issue	4 Issue
Full page	\$2,670	\$2,540	\$2,415	\$2,300
*Back Cover	\$4,100	\$3,800		
Half page	\$1,340	\$1,270	\$1,207	\$1,150

*Premium Position

Back cover add 20%

2024–2025 Presbyterian Planning Calendar

Published: August 2024

Ad Close: February 8, 2024

Art Due: April 4, 2024

Press Run: 50,000

Cost: Full page – \$4,400

Half page – \$2,200

Trim sizes:

Full-page bleed: 8.75" × 11.25"

Full-page no bleed: 7.5" × 10.5"

Half-page bleed: 8.75" × 5.75"

Half-page no bleed: 7.5" × 5"

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DIGITAL ADS

Online Classified Ads

Send classified copy to: jacqueline.carter

Web Classified advertising \$20.50 per line (approx. 80 characters)

All classified ads are prepaid

Deadlines

Issue	Copy Due	Issue	Copy Due
Jan	12/20/23	July	6/20/24
Feb	1/20/24	Aug	7/20/24
March	2/20/24	Sept	8/20/24
April	3/20/24	Oct	9/20/24
May	4/20/24	Nov	10/20/24
June	5/20/24	Dec	11/20/24

E-Newsletter

Distribution: 29,505 (opted-in)

Open Rate: 33.5%

Frequency: Monthly

Materials Due: First of the month

Approval Due: 3 business days ahead of delivery date

Delivery Date: 20th of each month

To Subscribe: pcusa.org/subscribe

Rates

Unit	1×	3×	6×
Banner	\$675	\$590	\$510
Square	\$600	\$520	\$465

File Specifications

Banner 630 × 100 pixels

Square 305 × 265 pixels

File formats: GIF, JPG (no flash)

Maximum file size: 40 KB

Links: One link per ad. Each link must open new browser window.

Follow Interactive Advertising Bureau specifications: iab.net/displayguidelines

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DIGITAL ADS

Dedicated Sponsored Emails

Send a rich email message to our mailing list of over 50,000 subscribers. **Open rates for this mail are often higher than 33%.** Our list includes all Presbyterian Church (U.S.A.) congregations and mid councils (presbyteries, synods and others), plus Presbyterian church leaders and individual members, many of whom are paid subscribers.

You pick the mailing date of your choice. We are happy to use your HTML file or design your mailing for you.

Dedicated sponsored emails (DSEs) are special emails that are dedicated to a single business, organization or event. Our DSE emails are limited in number (no more than once every two weeks) and are curated to include only information we believe our readers will find valuable. **Our list is one of the most targeted available to reach Presbyterians.**

Presbyterians Today active list contains: All PC(USA) congregations and mid councils (presbyteries, synods), plus church leaders and individual members

Distribution: 29,505

Availability: Once every 2 weeks

Delivery Date: Advertiser's choice

Materials Due: 10 business days preceding send

File Specifications

Advertiser to provide HTML file, 630 pixels wide, responsive design. We can furnish a responsive template, if desired.

We can also do design work for advertiser. We're happy to quote a price.

Each message will include a header that tells readers that it is a paid email that may be of interest to *Presbyterians Today* readers. There will also be a footer with *Presbyterians Today* and PC(USA) links, including an unsubscribe option.

Rates (per send)

\$100/thousand

Full list (~29,500) = \$2,100

Half list (~14,750) = \$1,750

Selection is random. We are unable to segment list geographically.

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Terms and Conditions

- Presbyterians Today*, published by the Presbyterian Mission Agency of the Presbyterian Church (U.S.A.), A Corporation ("Publisher"), will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
- Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. As a general policy, advertising will not be accepted for: alcoholic beverages; tobacco products; money-making schemes for church groups; and ads that challenge or denigrate PC(USA) or Presbyterian Mission Agency policies, programs, or personnel. Publisher reserves the right to reject advertising that appeals for money on behalf of organizations or groups not related to the Presbyterian Church (U.S.A.) that offer the same or similar services or mission programs as those provided by the PC(USA), as well as any ads that Publisher believes that a majority of *Presbyterians Today* readers would find in poor taste. Acceptance or publication of advertising does not imply endorsement by *Presbyterians Today* or the PC(USA).
- Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
- Agency commission: 15% to recognized agencies on display advertising. Classified and classified display advertising is not commissionable. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Publisher at its discretion may request prepayment from new advertisers and classified advertisers.
- The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
- Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
- All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
- Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
- Advertisements in other than standard sizes are subject to Publisher's approval.
- Presbyterians Today's* circulation is not audited or guaranteed but is determined on an issue-by-issue basis. Sworn statements appear in Standard Rate and Data Service.
- Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.
- Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
- Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
- The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agrees that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
- The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
- All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing *Presbyterians Today*.
- All advertisements must be clearly identified by the trademark or signature of the advertiser.
- Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.
- Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be canceled or changed by the advertiser without the acknowledgment and acceptance of Publisher. If orders are not timely canceled, the advertiser agrees that it will be responsible for the cost of such canceled advertisements.
- A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
- The advertiser agrees to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
- The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.
- All issues related to advertising will be governed by the laws of the Commonwealth of Kentucky applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in Louisville, Kentucky, and the parties hereby consent to the jurisdiction of such courts.

Presbyterians Today reserves the right to refuse any advertisement.