



About Arkansas United Methodist

Arkansas United Methodist is the award-winning newspaper of the United Methodist Church in Arkansas. Its readers are pastors, laypersons and leaders in churches and communities throughout Arkansas and the nation. The paper is published one time per month (first Friday), in conjunction with *United Methodist Reporter*, a national publication that focuses on national and international United Methodist news. In addition to the 12 monthly issues, one additional “focus” issue is published each quarter.

An interactive, digital edition of *Arkansas United Methodist* launched in 2008 and is distributed free of charge to readers. The digital edition retains the look of the original print edition but has additional features such as click-through hyperlinks, animation, video and audio files.

Advertising Policies

All advertising (display and classified) is subject to approval. The *Arkansas United Methodist* does not accept advertising for any person, product or company that is in direct conflict with United Methodist Discipline, Social Principles or AUM editorial policies.

Multiple placement discounts are given for a series of ads placed at one time, regardless of their issue dates. They must be paid for in advance on a single contract to qualify for the multiple-discount rate.

We are pleased to offer two payment options:

- You may send a check for the total amount due when you return the signed contract.
- Payment by credit card (MasterCard or Visa) can be arranged when you return the signed contract, either by mail or fax.)

2012 Issue Dates and Advertising Deadlines

2012 Publication Date (Fridays)	Placement and Copy/Art
January 6	December 16
February 3	January 20
March 2	February 17
April 6	March 23
May 4	April 20
June 1	May 15
July 6	June 20
August 3	July 18
September 7	August 22
October 5	September 18
November 2	October 17
December 7	November 30

Display Advertising

- Our display advertising is priced by the column inch (1.875" wide X 1" tall)
- The rate for display ads is \$21 per column inch. (Circulation approximately 10,700 homes.)
- There is a \$60 non-discountable fee for color ads.

Actual column-inch sizes:

1 column: 1 7/8 (1.875)" wide
2 column: 4" wide
3 column: 6 1/8 (6.125)" wide

4 column: 8 1/4 (8.25)" wide
5 column: 10 3/8 (10.375)" wide

Common Display Ad Sizes and Rates

2 col x 4 (4 inches wide by 4 inches tall)
BW: \$168 Color: \$228

3 col by 7 (6.125 inches wide by 7 inches tall)
BW: \$441 Color: \$501

2 col x 5 (4 inches wide by 5 inches tall)
BW: \$210 Color: \$270

5 col by 6 (10.375 inches wide by 6 inches tall)
BW: \$630 Color: \$690

2 col by 6 (4 inches wide by 6 inches tall)
BW: 252 Color: \$312

Full Page (10.375 inches wide by 12 inches tall)
BW: \$1,260 Color: \$1,320

3 col by 6 (6.125 inches wide by 6 inches tall)
BW: \$378 Color: \$438

Business & Professional Directory Ads

Our business and professional directory includes ads in two sizes and does not include color. Sizes for B & P ads are:

1 col by 1 inch tall 2 col by 1 inch tall
\$20 \$35

B & P advertisers receive the discount by paying up front and advertising in each of our 12 issues.

Classified ads are \$0.60 per word or group of figures or initials (20 word minimum)

Accepted Formats

- Mac or PC: QuarkXpress, PageMaker, or InDesign file (fonts and graphics included with file submission).
- Illustrator file, saved as eps, type turned to outlines, linked graphics included.
- Acrobat PDF files made from a PostScript file, all fonts embedded, graphics at a minimum of 200 DPI for print. PDF/x-1a compliant files are preferred.
- Electronic files may be emailed or sent on CD or DVD-ROM.

Photo & Art Requirements

- Raster elements (Photoshop TIFF, etc.) should be prepared at 200 dpi and must be defined as grayscale.
- For 4-color, be sure to convert to CMYK (RGB will not reproduce properly).

Please email artwork to mtaylor@arumc.org by the deadline date indicated below. Please include advertiser's name and publication in the subject line of the email.

Questions? Contact Martha Taylor, mtaylor@arumc.org, 501.324.8005 direct or 877.646.1816 toll free