The Presbyterian Outlook provides an integrated marketing solution that includes:

- Demographics ................ page 2
- Reader profile ................. page 3
- Display advertising .......... page 4
- Advertorials ................... page 5
- Web advertising ............... page 6
- Polybag program ............. page 7
- Webinar sponsorship .... page 8
- List rental program ........ page 9
- Email marketing ............. page 10
- Classified ads ............... page 11
- Editorial calendar .......... page 12

Contact: Patrick Shanley, Ad Sales Representative | (312) 919-1306 | Patrick@kevinshanley.com
The *Presbyterian Outlook* is the only Presbyterian magazine that publishes 18 issues a year and reaches a wide audience within the Presbyterian Church (U.S.A.):

- Congregational leaders.
- Pastors across the country.
- Elders.
- Deacons.
- Religious educators.
- Youth group leaders.
- Music ministers.
- Presbyterian theologians.
- Seminary students.
- PC(USA) leaders.
- Pilgrimage leaders.
- Camp directors.
- Convention and retreat directors.
- Volunteers.
- Publishers.
- Mission leadership.
- Pension and financial aid leaders.
- Book buyers.

The editorial mission is to provide balanced reporting on the major issues, policies, events, programs and leadership of the Presbyterian Church (U.S.A.). This is the magazine for and about anyone who is in a leadership role at the congregational, seminary, presbytery or national level.
Responsive buyers:
- 92% rely on the Outlook for news and events sponsored by the PC(USA) agencies.
- 70% of the readers have responded to an ad promoting an event or a conference.

Well educated:
- 97% are college educated.
- 85% have an advanced academic degree.
- 74% are ordained ministers.

High income:
- 70% of the households have annual incomes of $60,000 or more.

Big spenders:
- 62% spend $100 or more a year on adult continuing education programs and materials.
- 45% spend over $500 annually on continuing education.
- 75% have religious education material budgets with ranges from $500 to $3500.
- At least 60% are in need of adult religious education materials.

Big readers:
- Readers subscribe to 4.2 magazines on average.
- 60% purchase 5 or more books annually.
- 24% purchase 15 or more books annually.
- 93% subscribe to newspapers.

Value education:
- 85% of the church leaders participate in religious continuing education programs each year.

Presbyterian based:
- 86% have either worked or presently work for a Presbyterian church.
Special Introductory Offer: Buy Two Ads and Get One Free!
- Additional frequency discounts are available.  
  - Eighteen issues annually.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page w/bleeds</td>
<td>$2,166</td>
<td>8&quot; wide 10.75&quot; high</td>
</tr>
<tr>
<td>Full page floating</td>
<td>$2,166</td>
<td>7.5&quot; wide 10.25&quot; high</td>
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<tr>
<td>Half page horizontal</td>
<td>$1,246</td>
<td>7.5&quot; wide 5&quot; high</td>
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<tr>
<td>Third page horizontal</td>
<td>$845</td>
<td>7.5&quot; wide 3.35&quot; high</td>
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<tr>
<td>Third page vertical</td>
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<td>Quarter page horizontal</td>
<td>$625</td>
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<td>Quarter page vertical</td>
<td>$625</td>
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<tr>
<td>Sixth page vertical</td>
<td>$413</td>
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<tr>
<td>Third page square</td>
<td>$845</td>
<td>5&quot; wide 5&quot; high</td>
</tr>
</tbody>
</table>

Print Ad Specifications:
- Page size: 8" wide by 10.75" high.
- Live area: 7.5" wide by 10.25" high.
- Bleeds: add .125" on all sides to the live area.
- Four-color process.
- 300 DPI.
- Press Quality PDF.
- Email material to: patrick@kevinshanley@pres-outlook.org
- Graphic design services available for a fee.

App Ad Specifications
- Standard app size: 320 x 480.
- JPEG or PNG.
- $400 per month.

Banner Ads
- 1536 x 512 for tablets.
- 1152 x 512 for phones.
- $400 per month.

Contact: Patrick Shanley, Ad Sales Representative | (312) 919-1306 | Patrick@kevinshanley.com
An advertorial has the look and feel of a full page magazine article where you tell your story directly to the Outlook readers. You control the content of the message.

- Trim: 7-3/4" x 10-1/2" inches.
- Copy length is about 650 words.
- “Paid Advertisement” will appear at the bottom of the page.
- Graphic design if needed.

Your Price: $2,166
Banner Ads

Top Premium Banner
(Appears on every page)
- 970 x 250 — $2,000
- 970 x 90 — $1,200
- 728 x 90 — $1,200
*When ordering any of the above sized banner ads, please include a separate art file sized 300 x 50 pixels to appear on mobile devices.

Mid-Page Banner
(Appears on homepage only)
- 970 x 250 — $1,500
- 970 x 90 — $1,000
- 728 x 90 — $800

Anchor Banner
(Appears on bottom of every page)
- 970 x 250 — $1,750
- 970 x 90 — $1,100
- 728 x 90 — $900

Sidebar Ads (Appear on all pages)
- 300 x 600 — $800
- 300 x 250 — $500

File formats
- Image format: JPEG, PNG, GIF.
- Image color model: RGB.
- Image size: must be under 150 KB.
- Please include a hairline border on all web ads.

Contact: Patrick Shanley, Ad Sales Representative | (312) 919-1306 | Patrick@kevinshanley.com
The Presbyterian Outlook plus your catalog or brochure

This very high profile marketing channel allows you to include your catalog or brochure with an Outlook mailing. A clear plastic bag will include your marketing piece along with the current issue.

You simply ship 5,000 catalogs or brochures to the Outlook’s printer, Walsworth. We can help with the graphic design and printing of your marketing piece for an additional fee.

Your Price: $3,900* (minimum price)
Have your message presented live during a webinar hosted by the staff of the *Presbyterian Outlook*. The staff will present the features and benefits of your product, mission and/or services. Think of this as being a radio commercial to key leaders of congregations and engaged Presbyterians. Plus each webinar is archived and made available for replay.

You will be mentioned in:
- The webinar advertising.
- 4 weeks online advertising—banner or sidebar ad.
- 3 email blasts which will include your ad.
- All production costs are included.
- Retail value: $4,800.

**Your Price:** $3,400  
**You SAVE:** $1,400 (29%)
Introduce direct mail to your marketing strategy:

- You can rent the Presbyterian Outlook’s databases for $110 per thousand names.
- Approximately 10,000 names.
- Minimum order: $250 (100 to 1,700 names).
- State selects are available.
- One-time use only.
- Payment is required with your order.
- Marketing or mailing piece needs to be submitted for approval.

Your Price: $110 per thousand names
Minimum Order: $250.00 (up to 2,500 names)
Email Marketing

The Presbyterian Outlook

Have your message sent directly to the inboxes of the Outlook’s 24,000 email subscribers. Run a banner ad to promote your products and mission and direct people to your website in one of the Outlook’s weekly emails.

The Outlook also offers the opportunity to send out a dedicated email to their list on your behalf. You provide the editorial content, images and links and allow us to do the rest. Your message, our list.

Your Price: $2,400

Email Banner Ad

■ 585 x 150 pixels.

Your Price: $400

Contact: Patrick Shanley, Ad Sales Representative | (312) 919-1306 | Patrick@kevinshanley.com
### Classified Ad Program

**The Presbyterian Outlook**

### Classified Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>Print Only</th>
<th>Web Only</th>
<th>Print and Web</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1 issue</td>
<td>2 week ad</td>
<td>1 issue/2 week web ad</td>
</tr>
<tr>
<td>$2.00 per word</td>
<td>$2.00 per word</td>
<td>$2.50 per word</td>
<td></td>
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</tbody>
</table>

- 25 word minimum.
- Print rates are per issue.
- Web rates are for two weeks.
- Images can be included in online classified ads.
- Prepayment is required on all classified advertising (print and online).
- Payment options:
  - Check payable to *The Presbyterian Outlook*.
  - VISA/MasterCard.

### Online Classified Categories

- Pastors.
- Music ministry.
- Educators and youth ministry.
- Pulpit exchanges.
- Tours/travel.
- Real estate.
- Events.
- Celebrations.
- Camps and conference centers.
- Death notices.
- Memorials.

### Classified Display Ads

- Ads will appear in the classified section.
- Images can be included.
- Ads can be big, medium, or small:

<table>
<thead>
<tr>
<th>Display Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG: 1/3 page (5x5”)</td>
<td>$845.00</td>
</tr>
<tr>
<td>MEDIUM: 1/6 page (2.4x5”)</td>
<td>$413.00</td>
</tr>
<tr>
<td>SMALL: 1/9 page (2.4x3.35”)</td>
<td>$350.00</td>
</tr>
<tr>
<td>Issue #</td>
<td>Cover Date</td>
</tr>
<tr>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>1</td>
<td>Jan 2023</td>
</tr>
<tr>
<td>2</td>
<td>Feb 2023</td>
</tr>
<tr>
<td>3</td>
<td>Mar 2023</td>
</tr>
<tr>
<td>4</td>
<td>Apr 2023</td>
</tr>
<tr>
<td>5</td>
<td>May 2023</td>
</tr>
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<td>6</td>
<td>Jun 2023</td>
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<td>7</td>
<td>Jul/Aug 2023</td>
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<td>8</td>
<td>Sep 2023</td>
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<td>Oct 2023</td>
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<td>2</td>
<td>Feb 2024</td>
</tr>
<tr>
<td>3</td>
<td>Mar 2024</td>
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</table>