



**MEMORANDUM** — April 12, 2017

TO: Churches, Institutions, Agencies and Organizations Related to  
the Eastern Pennsylvania Conference of The United Methodist Church  
RE: **Paid Display Advertising in *NEWSpirit* Newspaper**  
FROM: John Coleman, Editor and Conference Director of Communications

Greetings, friends.

We want to resume offering limited, paid display advertising in *NEWSpirit*, our conference's quarterly newspaper, published in print and on our website and mailed to more than 3,000 subscribers. *NEWSpirit* is also displayed and distributed at numerous churches and conference events.

We have not sought or published advertising regularly over the past four years. However, our subscriber base has grown, and our newspaper has become a popular, valuable, well-read news and information resource for United Methodists in our region. It also was awarded second-place among the best newspapers entered nationally in our category by the United Methodist Association of Communicators in March 2017.

The well-designed pages of our typically 12-16 page newspaper are always full of timely, well-written articles and both four-color and grayscale photographs. In four seasonally designated issues each year, we report on news, events and concerns of primary interest to our conference, its churches and members. However, we now want to make room for limited, paid display advertisements as well, as a service to our many readers, our churches, and related institutions, agencies and organizations.

Of course, we reserve the right to decline any advertising requests and ads that we receive. And we reserve the right to make or request necessary adjustments to fit the editorial standards, design and layout of our publication. See our other guidelines, along with our **advertisement sizes and rates**, on our Advertising Agreement Form.

Our upcoming 2017 *NEWSpirit* issues, with publication periods and advertisement submission and payment deadlines, are:

| <u>Issue</u> | <u>Published</u> | <u>Ads due</u> | <u>Ad payments due</u> |
|--------------|------------------|----------------|------------------------|
| Spring 2017  | May 10           | April 24       | June 10                |
| Summer 2017  | July 31          | July 3         | August 31              |
| Fall 2017    | October 30       | October 2      | November 30            |

I invite you to send me your completed advertising request forms before these deadlines. Please contact me at [communications@epaumc.org](mailto:communications@epaumc.org) or 484-762-8227 if you have any questions or need further information that I can provide.