The Presbyterian Outlook provides an integrated marketing solution that includes:

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- Reader profile .......... page 3
- Display advertising .... page 4
- Advertorials ............ page 5
- Web advertising .......... page 6
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- 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.

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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.

Technology savvy:
- 83% have email addresses.
- 65% spend one or more hours online each day.

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:
- They recommend good liberal arts and theological divinity education programs.
- 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.

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: gwhipple@pres-outlook.org
- We’ll assist with the graphic design if needed.

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Advertorials

The Presbyterian Outlook

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: $2,145

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Advertisement

Presbyterian Church (U.S.A.)
INVESTMENT & LOAN PROGRAM, INC.

For over 150 years, Presbyterian have supported the growth and expansion of our churches through loan-out loans. For most of that time, funds for these loans came through endowments established for church growth. In fact, the first major endowment dates back to the 1840s and these funds are still building churches today.

Since 1976, Presbyterians can provide loan funds through their savings and investments by purchasing interest-bearing notes through the Presbyterian Investment & Loan Program. As a result, the funds available are greatly expanded and more congregations are being served.

Loan funds are available for all PC(USA) churches that are building, expanding or re-shaping space as well as refinancing of existing loans. These endowments and investments helped Nueva Community Church purchase and existing church building to serve its congregation of recent immigrants.

Nueva Community Church, Cleveland Park, PA
Beginning with a prayer group in an apartment and only a few African immigrants, Nueva Community Church has grown into a vibrant congregation of nearly two hundred souls.

Rev. Dr. David Natsika, pastor, says, "It has been a long journey, both literally and figuratively, for the members of our wonderful church. Shortly after our formation, we began having meetings at Village Presbyterian Church in Pointe Village, who offered to support the fellowship."

Pastor Natsika adds, "Our newly acquired multi-purpose building offers us seating for two-thousand fifty worshippers and has a large foyer, five offices, a conference room, kitchen and classrooms for our growing Sunday School."

"We are grateful to the Presbyterian Investment and Loan Program for their assistance and for the help of Presbyterian investment and donors in providing financing for our new building."

For more information about loans or investments for your church, contact Ben Blake at (800) 906-7457, Ext. 5065, or ben.blake@pcusa.org.

http://plp.pcusa.org

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Banner Ads

Small banner ad
- 320 x 100 pixels.
- $450 per month.

Large banner ad
- 800 x 100 pixels.
- $1,180 per month.

Sidebar Ads

Left Sidebar
- 200 x 200 pixels.
- $300 per month.

Right Sidebar
- 300 x 250 pixels.
- $400 per month.

File formats
- Image: JPEG, PNG, GIF.
- Flash: SWF.
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 7,000 catalogs or brochures to the Outlook’s printer, Ovid Press. 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 Jill Duffield, editor of the Presbyterian Outlook. Jill 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**

Webinar email banner ad: $400
- 585 x 150 pixels.
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 (100 to 1,700 names)
Have your message sent directly to the inboxes of the Outlook's 19,000 email subscribers. The Outlook sends out weekly and monthly emails which provide you a platform to run a banner ad in to promote your products and mission.

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:** $1,900

**Email Banner Ad**
- 585 x 150 pixels.

**Your Price:** $400
Classified Ad Program

The Presbyterian Outlook

<table>
<thead>
<tr>
<th>Classified Advertising Rates</th>
<th>Print Only 1 issue</th>
<th>Web Only 2 week ad</th>
<th>Print and Web 1 issue/2 week web ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Church (250+ members)</td>
<td>$2.00 per word</td>
<td>$2.00 per word</td>
<td>$2.50 per word</td>
</tr>
<tr>
<td>Small Church (less than 250 members)</td>
<td>$1.75 per word</td>
<td>$1.75 per word</td>
<td>$2.00 per word</td>
</tr>
<tr>
<td>Individuals</td>
<td>$1.75 per word</td>
<td>$1.75 per word</td>
<td>$2.00 per word</td>
</tr>
</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.
- Camps and conference centers.
- Death notices.
- Memorials.

**Classified Display Ads**
- Ads will appear in the classified section.
- Rates are $66 per column inch.
- Ads can be 1, 2 or 3 columns wide.
- Images can be included.
<table>
<thead>
<tr>
<th>Issue #</th>
<th>Cover Date</th>
<th>Theme/Special Article</th>
<th>Artwork Due</th>
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<tbody>
<tr>
<td>11</td>
<td>08/03/20</td>
<td>GA Warp-UP/ Horizons 1 (end special GA sub)</td>
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<tr>
<td>12</td>
<td>08/24/20</td>
<td>Table Fellowship and Food Justice</td>
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<td>13</td>
<td>09/14/20</td>
<td>Theo Ed / Enneagram/Coaching / Horizons 2</td>
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<tr>
<td>14</td>
<td>10/05/20</td>
<td>Reparations, Biblically—Theologically / Horizons 3</td>
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<tr>
<td>15</td>
<td>10/26/20</td>
<td>Higher Ed / College Ministry</td>
<td>09/08/20</td>
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<tr>
<td>16</td>
<td>11/16/20</td>
<td>“Harnessing Power of Social Media / Horizons 4 Fiscal End”</td>
<td>09/28/20</td>
</tr>
<tr>
<td>17</td>
<td>12/07/20</td>
<td>“Winter Books/ Advent/Christmas / Horizons 5 Fiscal Start”</td>
<td>10/19/20</td>
</tr>
<tr>
<td>1</td>
<td>01/18/21</td>
<td>Covenantal Life in a Transactional World</td>
<td>11/30/20</td>
</tr>
<tr>
<td>2</td>
<td>02/01/21</td>
<td>Spiritual Direction / Ash Wednesday</td>
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<tr>
<td>3</td>
<td>02/22/21</td>
<td>Let the Children Come/ Address Adverse Childhood Exper</td>
<td>01/04/21</td>
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<tr>
<td>4</td>
<td>03/15/21</td>
<td>Post Pandemic Church: One Year Later/ Horizon 8</td>
<td>01/25/21</td>
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<td>5</td>
<td>04/05/21</td>
<td>Fruits of the Spirit: Love Joy Peace/ Horizon 9</td>
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<tr>
<td>6</td>
<td>04/26/21</td>
<td>Fruits of the Spirit: Forebearance, kindness, goodness</td>
<td>03/08/21</td>
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<td>7</td>
<td>05/10/21</td>
<td>Fruits of the Spirit: Faithfulness, gentleness, self-control</td>
<td>03/22/21</td>
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<tr>
<td>8</td>
<td>05/31/21</td>
<td>Pilgrimages / Horizons Preview</td>
<td>04/12/21</td>
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<tr>
<td>9</td>
<td>06/21/21</td>
<td>Rituals: Their Role in Shaping Faith</td>
<td>05/03/21</td>
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<tr>
<td>10</td>
<td>07/12/21</td>
<td>Summer Book (Christian Classics)</td>
<td>05/24/21</td>
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<tr>
<td>11</td>
<td>08/02/21</td>
<td>Social Determinants of Heath: Church’s Role/ Horizons 1</td>
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<tr>
<td>12</td>
<td>08/23/21</td>
<td>The Power of Play/ Restorative Niche</td>
<td>07/05/21</td>
</tr>
<tr>
<td>13</td>
<td>09/13/21</td>
<td>Apocalyptic Text; What They Teach in 21st Cent/ Horizons 2</td>
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<tr>
<td>14</td>
<td>10/04/21</td>
<td>Navigating Change in Congregation/ Horizons 3</td>
<td>08/16/21</td>
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<tr>
<td>15</td>
<td>10/25/21</td>
<td>Christian Hospitality: Radical Welcome/Reformation Sun</td>
<td>09/06/21</td>
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<tr>
<td>16</td>
<td>11/15/21</td>
<td>Christian Economic Ethics/ Advent/ Horizons 4</td>
<td>09/27/21</td>
</tr>
<tr>
<td>17</td>
<td>12/06/21</td>
<td>Winter Books/ Horizon 5</td>
<td>10/18/21</td>
</tr>
<tr>
<td>18</td>
<td>12/27/21</td>
<td>Womanist Voices/ Looking Past/ Forward</td>
<td>11/08/21</td>
</tr>
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