

ADVOCATE

MEDIA KIT

2026

AdvocateSC.org

A Message From Our Editor.



Let's Navigate Your Brand's Success!

Thank you so much for partnering with the *Advocate* to get the word out about your company or organization.

When you advertise with us, you align yourself with a reputable, award-winning product that gets directly to the people you want to reach: United Methodists in South Carolina.

Founded in 1836, the *Advocate* is the oldest newspaper in Methodism still thriving today in a variety of formats, both print and digital. A monthly printed newspaper, we also offer online news in new and exciting ways, including an app, website, social media, email and more. The voice of the people of The United Methodist Church in South Carolina, we strive to connect church members through news coverage and reader engagement while providing a platform for denominational dialogue.

We're also a consistent connectional tool that goes directly to every single South Carolina United Methodist pastor, as well as leaders and church members in almost every church across the state.

We have won more than 150 journalism excellence and advertising awards, and we strive to deliver a product that is both interesting and excellent, igniting a passion for Jesus and the church in all we do.

A handwritten signature in black ink that reads "Jessica Brodie". The signature is fluid and cursive.

Jessica Brodie
Editor

Organizational Summary.

About Us

The *South Carolina United Methodist Advocate* is a print and online news ministry committed to journalistic excellence and shining the light of Christ throughout South Carolina.

1836

The *Southern Christian Advocate* is established at General Conference with three offices—Charleston, Richmond and Nashville.

1837

On June 24, 1837, in Charleston, the first issue is published with Rev. William Capers as editor.

1862

The *Advocate* moves operations to Augusta, Ga. due to the Civil War.

1865

The *Advocate* moves again to Macon, Ga. after a brief hiatus and is bankrupt due to the collapse and failure of Confederate money but eventually prevails.

1878

The paper returns to its homestead in Charleston and begins focusing on the S.C. Conference as *The Wesleyan Christian Advocate* begins publishing and covers Georgia and Florida Methodism.

1914

The S.C. Conference divides into the South Carolina and Upper South Carolina Conference. The *Advocate* continues to serve both conferences.

1936

Dr. David D. Peele becomes the first lay editor of the *Advocate*.

1948

The paper becomes the *South Carolina Methodist Advocate* after a merging of the two South Carolina conferences.

1968

The paper becomes the *South Carolina United Methodist Advocate* after The Methodist Church and the Evangelical United Brethren join to form The United Methodist Church.

1979

The first woman editor, Maryneal Jones, was hired.

1980

The first Black staff writer/reporter, Rosetta Ross, was hired.

1982

The *Advocate* goes camera-ready. Staffers now layout and typeset the newspaper in-house creating more timely news arriving to readers.



1988

The Rev. Willie Teague is the last appointed pastor-editor.

1995

The *Advocate* moves from a weekly publication to a monthly to help with overhead costs.

1996

The *Advocate* enters the digital age with its first website.

2026

The *Advocate* launches an app on the Apple App Store and Google Play Store.

Mission

The *Advocate* fosters discipleship within South Carolina United Methodism by providing relevant news in various formats to unite followers in Christ.

Vision

The *Advocate* strives to be the premier independent news source and voice for South Carolina United Methodists by building relationships through strategic partnerships. We aim to prioritize digital expansion, grow the Advocate Press and enhance communication strategies as we continue to share the impactful stories of the church at work in the world.

Print Distribution.

Distribution Sites

Individual homes and churches across South Carolina

Readership

55,000 estimated

Penetration

27% of professing United Methodists in South Carolina



Readership Demographic.

Advocate readers are:

- Older
- Educated
- Established
- Community-rooted
- High trust
- Loyal
- Faith-oriented

Their interests are:

- Legacy
- Community impact
- Faith depth
- Relationships

Age

- ~64

Gender

- 65% Female
- 34% Male
- ~1% Prefer not to say

Education

- ~46% Graduate degree
- ~28% Bachelor's degree
- ~26% Associate's degree, high school diploma/GED or other

Children

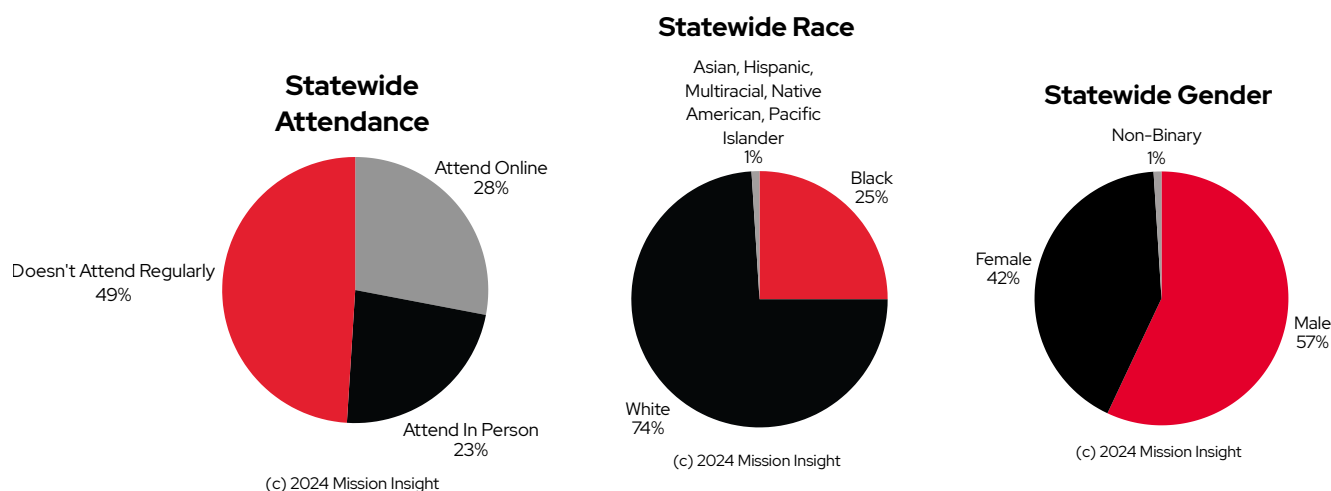
- Average: 0.14 minor children per household

Marital Status

- 64% Married
- 15% Widowed
- 11% Divorced
- 9% Single

Household Income

- ~\$160,000
- Upper-middle class to affluent
- Retirees with accumulated wealth



Online Readership.



Social Media

We're on the following platforms:

- Facebook
- Instagram
- YouTube
- X
- LinkedIn
- TikTok

Editorial Calendar.



Issues

The *Advocate* produces 12 issues annually on a monthly basis.

JANUARY MLK Holiday New Year's	FEBRUARY Lent Valentine's Day Black History Month	MARCH Lent Women's History Month
APRIL Easter Apportionments Native American Ministries	MAY Salkehatchie (pre-camp) Mother's Day Epworth Sunday Advocate Awareness Day	JUNE Pre-Annual Conference Juneteenth Father's Day
JULY Annual Conference Appointments	AUGUST VBS Back to School Aldersgate Sunday	SEPTEMBER Salkehatchie Back to School Hispanic Heritage Month
OCTOBER Fall Children's Sabbath	NOVEMBER Thanksgiving National Bible Week Veterans	DECEMBER Christmas Year End Wrap Up/Recap

Print Display Rate Card.



RATES

Rates are per ad, per issue, net and for black and white

FREQUENCY

The Advocate is printed monthly

READERSHIP

Estimated 55,000

E-EDITION

Rates include a hyperlinkable ad in our electronic edition on advocatesc.org

Size	Dimensions	12x Rate	6x Rate	Open Rate
Full Page	10.35x15.21	\$1,155.77	\$1,581.58	\$2,068.22
1/2 Vertical	5.09x15.21	\$577.98	\$790.92	\$1,034.28
1/2 Horizontal	10.35x7.52	\$577.98	\$790.92	\$1,034.28
1/4 Vertical	5.09x7.52	\$282.53	\$386.62	\$505.58
1/4 Horizontal	10.35x3.68	\$282.53	\$386.62	\$505.58
1/6 Vertical	5.09x5.00	\$190.00	\$260.00	\$340.00
1/6 Horizontal	10.35x2.40	\$190.00	\$260.00	\$340.00
1/8 Vertical	5.09x3.68	\$141.74	\$193.96	\$253.64
1/8 Horizontal	10.35x1.79	\$141.74	\$193.96	\$253.64

COLOR

Full Color - Add \$400 per ad
Spot Color - Add \$100 per ad

PREMIUM POSITIONS

Guaranteed placement only permitted on black and white pages (2-11, 14-23). Add \$200 per ad.

UMC ENTITY RATES

Any UMC institution, organization, church, office, etc. will receive a 5% discounted rate on print display ads only.

ADDED VALUE

All print ads will be featured on AdvocateSC.org on a print ad page as a bonus.

Classified Rates.

Ad Type	No. of Lines	Print Rate Per Issue	Digital Rate Per Month	Print + Digital Rate Per Month	Print Add On \$5:
Classified	5	\$20.00	\$20.00	\$35.00	Shade
Classified	10	\$40.00	\$40.00	\$75.00	
Classified	15	\$65.00	\$65.00	\$125.00	
Classified	20	\$80.00	\$80.00	\$155.00	

PLEASE NOTE:

Classified ads are text only. If imagery/graphics are needed for your ad, you must select a print display size on page 7 that will fit your needs.



Specialty Print Products.

FRONT COVER STICKY NOTES

Available Sizes:

- 3x3
- 2.875x2.875
- 3x2.75
- 3x2.375

Available Shapes:

- Square
- Bus
- Car
- Circle
- Heart
- House (2 styles)
- Pig
- Rectangle w/Bubble

**\$650
per note,
per issue**

Other Options:

- One Color Backside Printing
- Coin Reactive Reveal

INSERTIONS

Prices are for insertion only. Flyers will need to be supplied a week in advance of production to our printer.

Single Sheet Flyers:

- 20# Uncoated Stock White Paper, Black Ink, Single-Sided
- 60# Colored Paper, Black Ink, Single-Sided

**\$850
\$1,150**

Multi-Page Flyers:

- 8-Page Tabloid, 28# Newsprint, 4 Pages of Color, 4 Pages Black
- 12-Page Tabloid, 28# Newsprint, 4 Pages of Color, 8 Pages Black
- 16-Page Tabloid, 28# Newsprint, 4 Pages of Color, 12 Pages Black

**\$875
\$1,115
\$1,265**



Digital Advertising Options.

The *Advocate* has many options for digital advertising. From e-newsletters to web ads to social media and app ads, there's an option for all price points and desired reach.

E-NEWSLETTERS

We offer e-newsletters on various topics listed below at different frequencies. Your digital ad will be able to be seen by our subscriber base for each one available. Our full subscriber list is approximately 4,500. Ads are placed in the top, middle and bottom of the email. Pricing is based on one placement per issue.

Breaking News/Annual Conference/Quadrennial Conferences – \$200/ad

Sponsored Offers – \$150/ad

Weeklies – \$250/per month, per newsletter (4 ads total)

AS IT OCCURS

Breaking News

The latest, breaking news as it happens locally, statewide and globally.

Sponsored Offers

Exclusive discounts and offers from the *Advocate* and its partners

MONTHLY

News Teasers

A look at news coming in the next edition.

DELIVERED – Tuesdays

BIWEEKLY

Obituaries

A remembrance of clergy and former conference staff who have shaped our conference

DELIVERED – Thursdays

Books

A curated selection of books, reviews and more from the Advocate Press

DELIVERED – Wednesdays

WEEKLY

In Case You Missed It

A curated selection of highlights from our editor featuring the top stories this month

DELIVERED – Mondays

Commentaries

A digest of conference views and opinions on various topics

DELIVERED – Fridays

Events

A weekly roundup of upcoming virtual and live events hosted by the *Advocate*, local churches, the annual conference and the UMC

DELIVERED – Thursdays

ANNUALLY (JANUARY, MAY, JUNE)

UMCSC Annual Conference

January – Annual Conference registration

May – Pre-Annual Conference content

June – Daily updates from Annual Conference

QUADRENNIALLY (2028)

SEJ Conference

Daily updates from SEJ Conference

UMC General Conference

Daily updates from General Conference

RUN OF SITE (ROS) ADS

Impressions delivered to every page of AdvocateSC.org based on a specific date range (one month minimum) and number of opportunities readers can view your campaign, defined by you.

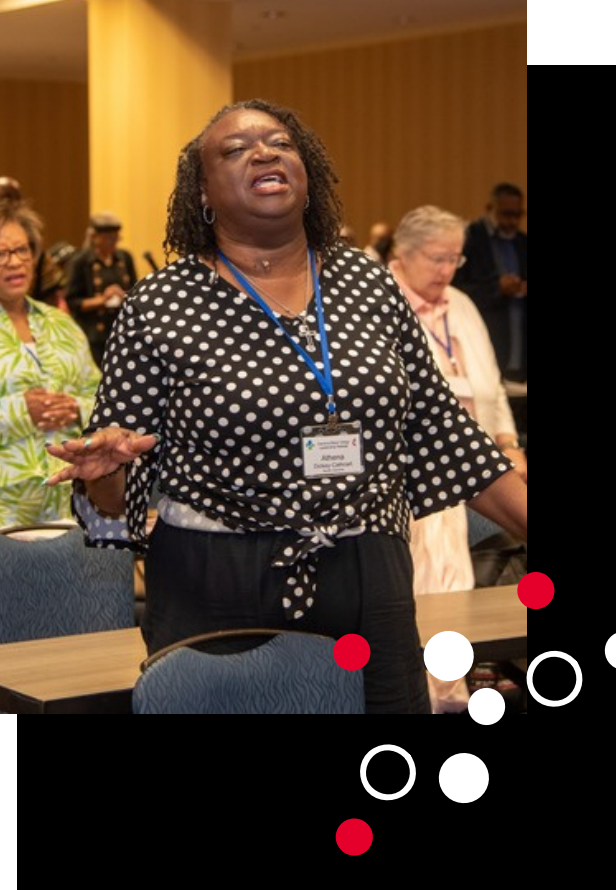
ROS Static Ads	Individually	Whole Package
300x250	\$100	\$450/mo
300x600	\$125	
970x250	\$200	
728x90 & 320x50	\$75	
Sticky Anchor	\$150	



TAKEOVER ADS

Ownership of all display placements on the home page and/or another section's front page of AdvocateSC.org for 24 hours.

Position	Dimensions	Static
Home Page	728x90 x2 & 320x50	\$275/day
	300x250 x2	
	300x600	
	970x250	
	Sticky Anchor	
Other Section Front Page	728x90 x2 & 320x50	\$125/day
	300x250 x2	
	300x600	
	970x250	
	Sticky Anchor	



PAGE SPONSORSHIPS

Ownership of all placements within a specific category of your choosing for 30 days minimum. This includes section front page and site posts within the section.

Position	Dimensions	Individually
Select Interior Page	970x250	\$150/mo
Premium Interior Page	970x250	\$250/mo
Search Bar	260x40	\$75/mo
Weather Widget	260x40	\$75/mo

SOCIAL MEDIA

You can place a display and/or text ad on our social media channels at the time, day and frequency of your choosing.

Channel	Display Package Price	Dimensions
Facebook, X, Instagram, LinkedIn and TikTok	\$125/ea	1080x1350, 1080x1920, 1200x630, 1200x1200, 1600x900, 960x1280, 1080x1080

Channel	Video Package Price	Dimensions
Facebook, X, Instagram, LinkedIn, YouTube and TikTok	\$225/ea	1080x1920, 1920x1080

EMAIL MARKETING

Send your own curated email to our approximately 4,500 subscribers. Create your own content and graphic to accompany the article.

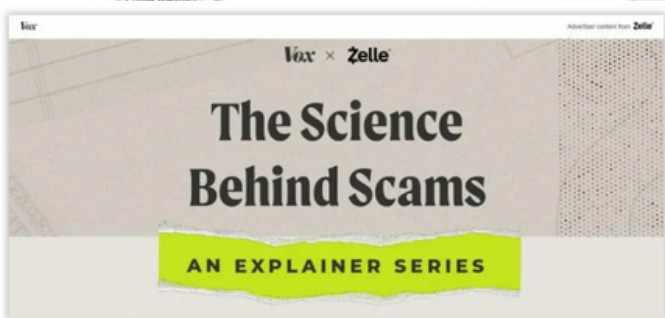
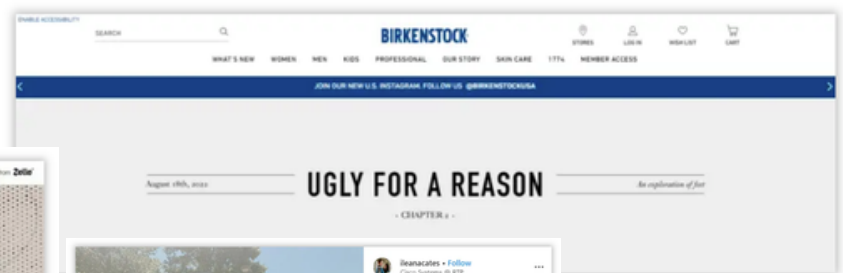
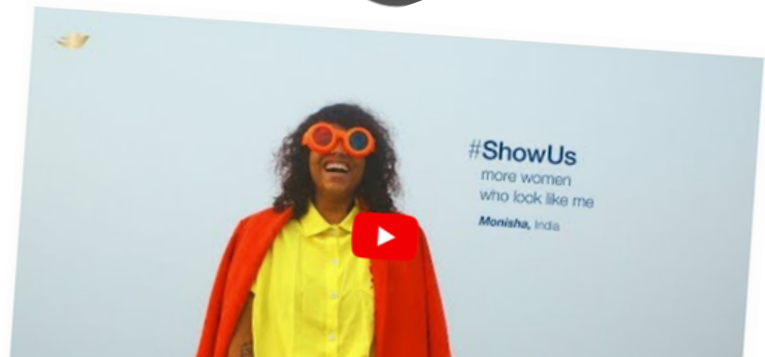
\$350 per email

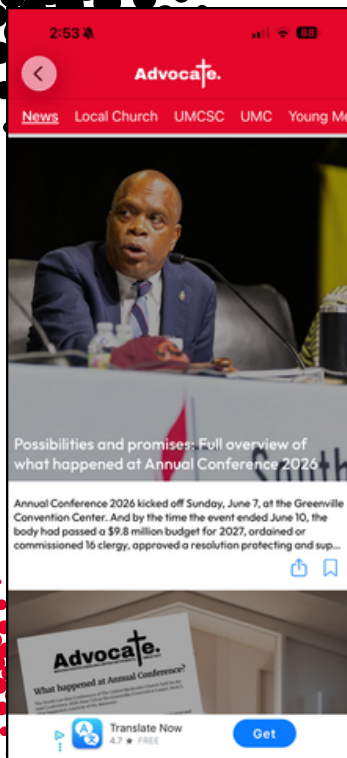
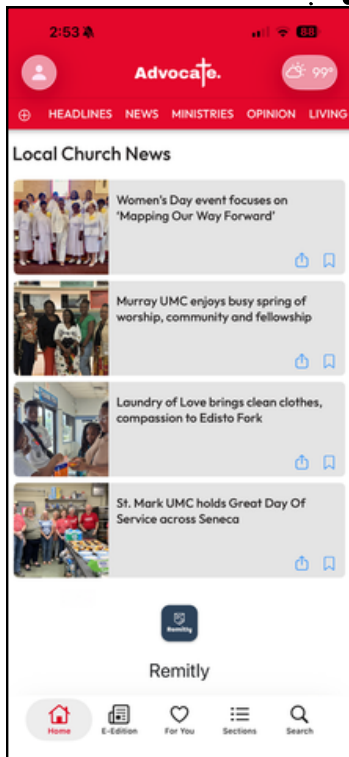
BRANDED CONTENT

Branded content is a great way to have an “ad” in the middle of our content that looks like another article. Branded content is an article–with picture(s) or video to accompany it–written by you on any topic you desire. Branded articles live within the Advocate’s articles within the appropriate sections of content.

- 500–750 word content article
- Promoted on the Advocate’s social media – Facebook, Instagram, X and LinkedIn
- Unlimited hyperlinks back to your website
- Up to 10 images per article
- Will be featured on AdvocateSC.org’s home page under appropriate section
- Includes one ROS 300x250 digital ad (hyperlinks to article) on AdvocateSC.org to promote the article
- “Presented by [advertiser]” byline in article

Cost - \$750 or \$1,000 w/addt’l print component





iOS & ANDROID APP

Impressions delivered to every page of the app based on a specific date range (one month minimum) and number of opportunities readers can view your campaign, defined by you.

There are many sizes available for each type, so you can have a lot of variety in your ad creative!

ROS Static Ads	Available Dimensions	Individually (one size from each)	Whole Package (one size from each type)
Banner Ads	320x50; 320x100; 300x100; 300x50; 300x250; 728x90	\$100	\$750 (5 ads total; excludes launch ads)
Sticky Anchor Ads	320x50; 320x100; 300x100; 300x50; 728x90	\$200	
Interstitial Ads	320x480; 480x320; 768x1024; 1024x768	\$300	
In Story Ads	320x50; 320x100; 300x100; 300x50; 300x250	\$150	
Collections Ads	320x50; 320x100; 300x100; 300x50; 300x250	\$300	
Launch Ads	320x480; 480x320; 768x1024; 1024x768	\$400 (daily)	

Get In Touch.



Empowering Brands to Reach the UMCSC Audience

Are you ready to start advertising with the *Advocate*? We'd love to have you. We strive to deliver an excellent, readable, attractive publication and digital platform that fosters stronger disciples of Jesus Christ for the transformation of the world.

Get started today and reach the audience you need.

Contact Us.



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803.726.3105



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