

Festival of HOMILETICS

May 13–17, 2019 | Minneapolis

2019 Media Kit





About Festival of Homiletics

Now in its 27th year, Festival of Homiletics began in 1992 with a gathering of 400 pastors from around the country for the purpose of learning and conversing about preaching in contemporary context. Rev. David Howell, an ordained minister in the Presbyterian Church, created the festival as an extension of his preaching journal "Lectionary Homiletics."

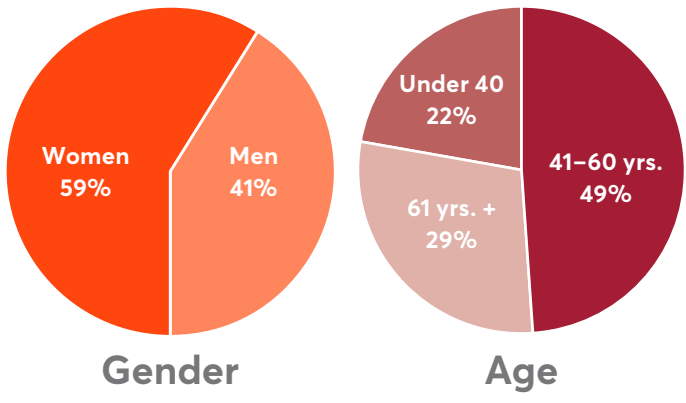
Festival of Homiletics is a weeklong conference that brings together a wide variety of outstanding preachers and professors of homiletics to inspire discourse about preaching, worship, and culture. Its goal is to theologically engage the practices of

preaching and worship as well as issues related to congregations in the 21st century. Preachers are invited to consider various styles and methodologies of preaching in the hopes that they will renew their faith and refresh their spirits through engaging worship, lectures, and workshops. Throughout the week we aim to inspire preachers in their roles of proclaiming the gospel.

Speakers this year include William Barber II, Amy Butler, Anna Carter Florence, Cláudio Carvalhaes, Yvette Flunder, Rachel Held Evans, Karoline Lewis, and David Lose.

Audience Profile and Demographics:*

- Festival of Homiletics is an annual event that averages 1,500 attendees each year and rotates between cities including Washington, D.C., Nashville, Minneapolis, San Antonio, and Denver.
- Broadly ecumenical, 73 percent of attendees have advanced graduate degrees (M.Div., D.Min., and Ph.D.) while 31 percent have been preaching more than 25 years. Forty-five percent are solo pastors.
- Viewership of festivalofhomiletics.com reaches over 130 countries and territories. This site receives over 59,000 visits from more than 34,000 users annually. Twenty percent are returning visitors while 80 percent are new visitors, and users' average visit duration is 2.53 minutes.
- Why they attended:
 1. To improve preaching skills
 2. Interested in speakers
 3. To hear great preaching
 4. Time of refreshment and renewal
 5. Continuing education
 6. Connect with other preachers
- Fifty-five percent were repeat attendees in 2018



Denomination

Baptist	3%
Episcopal and Anglican.	10%
Lutheran	26%
Presbyterian	16%
United Church of Christ.	12%
United Methodist	21%
Other	12%

* 2018 statistics



AD RATES AND SIZES

Festival of Homiletics 2019 Program

Rates

Reserve ad space in Festival of Homiletics 2019 Conference Program.

Full page	\$475
1/2 page	\$325
1/4 page	\$250

Full color ads accepted. See below for full mechanical specifications.

Ad material due March 15.

Size

(Dimensions are listed width x height.)

Full page	8.5" x 11"
<i>Please include an 0.125" bleed and 0.025" inset.</i>	
1/2 page horizontal	7.25" x 4.75"
1/4 page vertical	3.4687" x 4.75"

Advertising Specifications

Festival of Homiletics 2019 Print Program

- Send a high resolution, press-ready PDF, JPG, TIF, or EPS file.
- Embed all fonts.
- Please provide all press-ready ads in CMYK (full color) or grayscale.
- All artwork must have a minimum resolution of 266 dpi
- We cannot accept Microsoft Publisher, Word or PowerPoint files.
- Please include a working URL address to link to your ad for use in the online interactive version of the program.

Online

Ad space also available on **festivalofhomiletics.com**.

Size

(Dimensions are listed width x height.)

Single ad	240 x 150 pixels
Double ad.	240 x 300 pixels

Ad Placement

Ads will show up on **festivalofhomiletics.com**.

Homepage Static Ad (landing page).	\$500 per month
Content Page Ad.	\$350 per month <i>(5 content pages)</i>

Double Ad.	\$600 per month <i>(5 content pages)</i>
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Ads may be text or graphic/images.

Reserve ad space by submitting web-ready ad images by the 15th of the month to run the following month. Long-term contracts are available.

Event App

You can also advertise on our event app. Add your logo with link for \$50 during the event.

Logo Ad	200 x 200 pixels
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- Include a working URL to link the ad.

Combo Rate

Advertisers who purchase ads in both the program and online will receive a free sponsorship on our event app (a \$50 value).



Sponsorship Opportunities and Resource Fair

Sponsor a Break \$1250 Tuesday–Friday

Sponsor a break on one of the days of the festival—morning breaks are catered and include beverages and breakfast items for the participants. The festival coordinator handles all of the details. This includes a vendor table at the Resource Fair—a \$250 value, a program mention in the schedule—"Break sponsored by ...", signage at the venue during the break acknowledging the sponsor, and a Single Ad (240x150 pixels) on our website for the month of May—a \$375 value. These sponsorship costs reflect about a quarter of the full cost of a break.

Eight-foot Vendor Table—Resource Fair \$250

In addition to an eight-foot display table, each registration includes acknowledgment in the program (name and website), as well as access to plenary sessions for one person.*

Eight-foot Vendor Table With Small Display Space—Resource Fair \$350

This option includes an eight-foot table with an additional two to three feet of adjacent space for display purposes (i.e.: a single rolling rack, card rack, or a couple dress forms.) Each registration includes acknowledgment in the program (name and website), as well as access to plenary sessions for one person.*

*Additional vendors may be registered to attend the plenary sessions at a fee of \$100 per person. Please indicate on your registration form. Vendors may have additional workers, but they are not granted admission to the events during the festival.

10 feet x 10 feet Vendor Space—Resource Fair \$450

Choose this vendor space if you require a larger area. In addition to a 10 feet x 10 feet display space (or comparable area) with two eight-foot tables, each registration includes acknowledgment in the program (name and website), as well as access to plenary sessions for one person. Limited availability at this size on a first come basis, please contact festival event coordinator.*

Vendor Room—Resource Fair \$550

If you require a separate area or room, this is your best option. In addition to a separate room with several tables, each registration includes acknowledgment in the program (name & website), as well as access to plenary sessions for one person. A vendor room is only available at some locations on a first-come, first-served basis. Contact festival event coordinator.*

If you are interested in being a 2019 Festival of Homiletics Sponsor or a part of the Resource Fair please contact the event coordinator and a registration form will be emailed to you. Vendor tables are limited; reserve your space early. Registration is not complete until payment is received. We look forward to working with you this spring.



Advertising Mission Statement

Festival of Homiletics sees advertising as an extension of our mission. Through advertising, we seek to make church leaders aware of the resources that are available to assist them in their life and ministry.

Advertising Terms and Conditions

Festival of Homiletics Advertising Policy

Festival of Homiletics accepts advertising that is:

- Deemed valuable and inoffensive to our readers
 - Consistent with Festival of Homiletics' objectives
 - Compatible with Festival of Homiletics' vision and mission
1. Festival of Homiletics may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes be made to the advertising copy or pictures/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
 2. Festival of Homiletics does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

Festival of Homiletics Advertising Guidelines

1. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised. By providing such advertisements to Festival of Homiletics, the advertiser represents that they have done so.
2. Advertisements are accepted and published upon the representation that the agency and/or advertisers are authorized to publish the entire contents and subject matter thereof.
3. In consideration of Festival of Homiletics' acceptance of such advertisements, the agency and/or advertiser will indemnify and hold Festival of Homiletics harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

Contact Information: Festival of Homiletics

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