

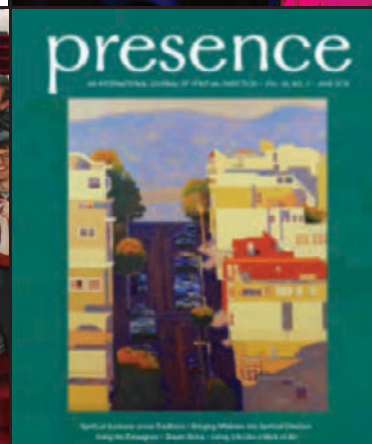
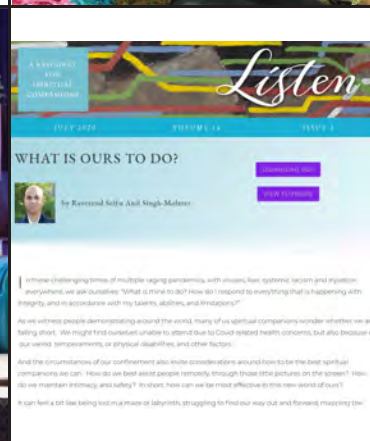


Spiritual Directors International

The Home of Spiritual Companionship

3800 Aurora Ave N, Ste 120
1.425.455.1565

Seattle, WA 98103 | USA
www.sdicompanions.org



2023 MEDIA KIT



The Home of Spiritual Companionship


A registered 503 (c) charity for **30+** years



serving a community of over **22,000** companions

representing **50+** spiritual traditions



living across **6** continents



Spiritual Directors International is an inclusive, global learning community of people from many spiritual orientations and many nations who share a common passion and commitment to the art and contemplative practice of spiritual direction, known as spiritual companionship.



The SDI Community consists of....

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- ✧ Spiritual directors, companions, and guides
 - ✧ Seekers
 - ✧ Theology faculty and students
 - ✧ Pastoral and spiritual care providers
 - ✧ Chaplains
 - ✧ Hospice and health care providers (nurses, doctors, physician assistants, pharmacologists, etc.)
 - ✧ Holistic body-mind-spirit health care providers
 - ✧ Social workers
 - ✧ Lay and ordained clergy
 - ✧ Art therapists
 - ✧ Mental health providers
 - ✧ Life coaches and mindfulness trainers
 - ✧ Mindful lawyers, social justice workers, and peacemakers
 - ✧ Contemplatives in the first half of life
 - ✧ Contemplatives who work in academic settings
 - ✧ Retreat center directors
 - ✧ Courage & Renewal facilitators
 - ✧ Work-life balance human resource personnel

Advertise with Spiritual Directors International

Thank you for considering advertising with SDI. Our multiple publications go out to tens of thousands of people from many paths and many nations who share a common passion and commitment to the spiritual development of all beings. Our weekly podcast is also listened to by people from around the world and in nearly every nation.

Please read below for details on each of our publications, as well as deadlines, publishing rates, image resolution requirements for your ad submission, and our Terms and Conditions.

Ad Requirements

JPG, PNG, or TIF file format is preferred for your advertisement submittal.
Please use the guidelines provided for size formatting.

Previously, SDI accepted PDF files of the ads. However, in order to more efficiently prepare the publications for assembly and distribution, we are moving to having the preferred format be digital image files.

However, SDI will still accept an ad in PDF format if you are unable to generate one as an image file. Just be aware that the ad quality may not be optimal when compared to an ad submitted at the proper size and dimensions as an image file.

The following guidelines assume that the ads will be provided in JPG, PNG or TIF file formats. Audio Ad Requirements will be submitted in text only, with details on Page 8.

Table of Contents

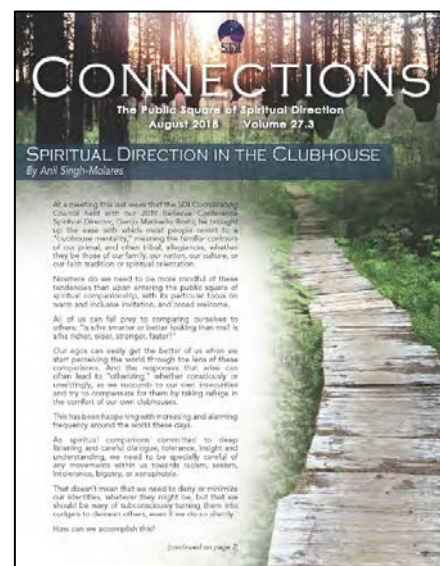
Page 4	Advertise in Connections , the e-newsletter for spiritual directors
Page 5	Advertise in Listen , our quarterly e-newsletter for all spiritual seekers
Page 5	Advertise in Digital Refuge , our weekly(ish) e-mail newsletter
Page 7	Advertise in Presence Journal , our quarterly peer-reviewed print journal
Page 8	Advertise in SDI Encounters , our weekly audio podcast
Page 9	Advertise at our Conference
Page 10	Terms and Conditions, Discounts
Page 11	How to Reserve your Ad
Page 12	Publication Schedules and Quick Reference Guide
Pages 13-14	Design Guidelines for Connections and Listen
Page 15-16	Design Guidelines for Digital Refuge
Pages 17-18	Design Guidelines for Presence

Advertise in Connections

Connections is the Spiritual Directors International e-newsletter, written by and for Spiritual Directors/Companions. Published in February, May, August, and November, it offers a round-table where members of SDI from more than forty countries tell stories about experiences as spiritual directors and seekers.

Connections is a forum where SDI communicates news that affects the global SDI learning community, and a place where resources related to the ministry and service of spiritual direction are shared.

- About 7,000 SDI members: Spiritual Directors/Companions, Chaplains, Training Programs and Retreat Centers.
- Beautiful, vibrant full color!
- Hyperlinks provide readers a quick and easy way to learn more about you and your product or resource.
- Connections is a members-only publication and is available online 24/7.



Connections Rates

Full Page	1125px x 1500px (vertical) at 96dpi USD \$249.00
Half Page	1125px x 712px (horizontal) at 96dpi USD \$149.00
Quarter Page	525px x 712px (vert.) at 96dpi USD \$89.00
Business Card	525px x 300px (horiz.) at 96dpi USD \$49.00

Connections Deadlines

If received after deadline, a 25% late fee may be assessed.

	Reserve by	Copy due	Publication Release
February issue	05-Feb	08-Feb	Around the 15 th of the month
May issue	05-May	08-May	Around the 15 th of the month
August issue	05-Aug	08-Aug	Around the 15 th of the month
November issue	05-Nov	08-Nov	Around the 15 th of the month

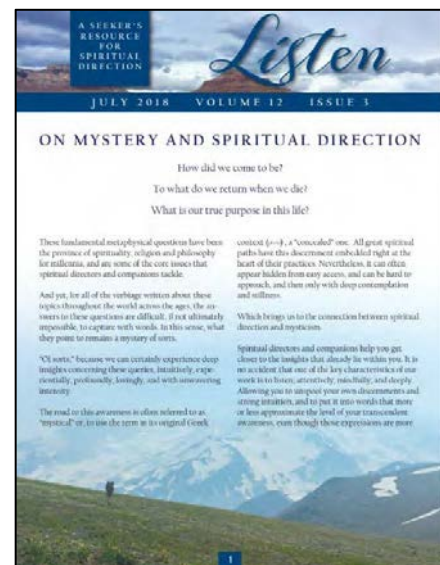
Ad Requirements

JPG or PNG file format is preferred for your advertisement submittal.

Advertise in Listen

Listen is an inviting, informative publication that is published digitally four times per year—January, April, July, and October. Its readers come from a broad spectrum of spiritual practices and vocations, offering inclusion and invitation into community and deeper life. Each issue features art, poetry, and articles on spiritual direction and guidance, prayer and practice, and ideas for contemplative living. In addition, *Listen* is posted online, and read by countless people through the Internet and social media outreach.

- 22,000+ Spiritual Directors/Companions, Formation Training Programs, Retreat Centers and those with an interest in or who are seeking Spiritual Companionship.
- Beautiful, vibrant full color!
- Hyperlinks provide readers a quick and easy way to learn more about you and your product or resource.
- *Listen* is available online 24/7.



Listen Rates

Full Page	1125px x 1500px (vertical.) at 96dpi USD \$599.00
Half Page	1125px x 712px (horizontal) at 96dpi USD \$299.00
Quarter Page	525px x 712px (vert.) at 96dpi USD \$199.00
Business Card	525px x 300px (horiz.) at 96dpi USD \$99.00

Listen Deadlines

If received after deadline, a 25% late fee may be assessed.

	Reserve by	Copy due	Publication Release
January issue	05-Jan	08-Jan	Around the 15 th of the month
April issue	05-Apr	08-Apr	Around the 15 th of the month
July issue	05-Jul	08-Jul	Around the 15 th of the month
October issue	05-Oct	08-Oct	Around the 15 th of the month

Ad Requirements

JPG or PNG file format is preferred for your advertisement submittal.



Advertise in Digital Refuge

Digital Refuge newsletter is published on a roughly weekly schedule via e-mail and is therefore published digitally.

- 22,000+ Spiritual Directors/Companions, Formation Training Programs, Retreat Centers and those with an interest in or who are seeking Spiritual Companionship.
- Beautiful, vibrant full color!
- Hyperlinks provide readers a quick and easy way to learn more about you and your product or resource.

Digital Refuge Deadlines

As this is “generally” a weekly publication, reservations are due two weeks prior to your desired issue and the ad copy is required one week prior to the desired issue.

Digital Refuge Rates

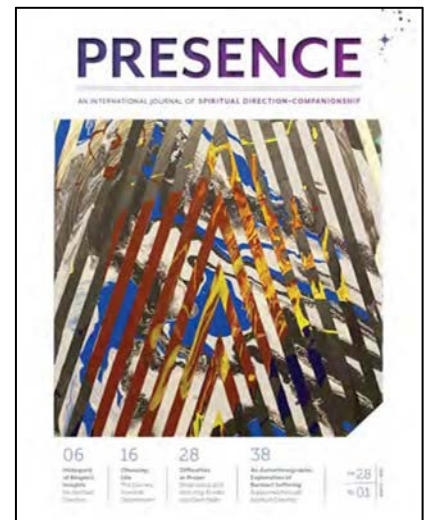
Large Image Standalone	800px x 800px at 96dpi USD \$299.00
Medium Image Standalone	400px x 400px at 96dpi USD \$199.00
Small Image Group	600px x 600px at 96dpi (note – will display smaller in the actual email) USD \$99.00

Ad Requirements

JPG or PNG file format is preferred for your advertisement submittal.

Advertise in Presence Journal

Presence is our highly respected, peer-reviewed, publication that is international in scope and outreach. Currently, *Presence* is read by more than 30,000 readers and can be found in major theological libraries, retreat centers, and formation and training programs around the world. *Presence* is printed/published four times per year—March, June, September, and December. Each issue features articles on spiritual direction; training, mentoring, and supervision; contexts and cultures; and professional considerations.



- Published and mailed quarterly to Spiritual Directors/Companions, Formation Training Programs, Retreat Centers, Chaplains, Libraries and those with an interest in Spiritual Companionship.
- Choose full color or B&W options.
- Your ad will live on in perpetuity in digital form in the online member repository of the last 4 *Presence* issues, as well as in the online *Presence* Archive.
- You can now submit a separate “single” hyperlink that you would like to have triggered when someone clicks on your ad in the digital online versions of the publication.

Presence Rates

	2213px x 2295px, or 7.375" x 9.75" at 300 dpi, or 187mm x 247mm at 300dpi.
Full Page	B&W: USD \$399.00 Color: USD \$499.00 Inside Back Cover: USD \$499.00 Inside Front Cover: USD \$599.00 (Ad will run on a 8.25" x 10.75" (210mm x 273mm) page with 0.5" white border.
Half Page	1950px x 1275px (horizontal), or 6.5" x 4.25" at 300 dpi, or 165mm x 108mm at 300 dpi. B&W: USD \$199.00 Color: USD \$249.00
Quarter Page	938px x 1275px (vert.), or 3.125" x 4.25" at 300 dpi, or 79mm x 108mm at 300 dpi. B&W: USD \$99.00 Color: USD \$129.00

Presence Deadlines

	Reserve by	Copy due	Typical Publication Release
March issue	05-Jan	10-Jan	2 nd half of the month prior to issue date
June issue	05-Feb	10-Mar	2 nd half of the month prior to issue date
September issue	05-May	10-Jun	2 nd half of the month prior to issue date
December issue	05-Sept	10-Sept	2 nd half of the month prior to issue date

Ad Requirements

JPG, PNG or TIF file format is preferred for your advertisement submittal.

Advertise in SDI Encounters Podcast

SDI Encounters is our on-demand audio show, with episodes released weekly. The show offers a wide range of perspectives, stories, and conversations centered on spiritual direction and spiritual care. These shows are permanently hosted on our website, as well as numerous podcast aggregators like iTunes, Spotify, Google Play, and more.

- Ad duration will be about 20 seconds
- Ads will run at the beginning of the podcast (called a “pre-roll”)
- Minimal work on your end – simply write the text you want for your ad, and our announcer will read and record it.
- Every ad will be preceded by the announcer saying something along the lines of: “Support for SDI comes from...”

Ad Requirements:

- You fill out the Advertiser info block and provide text in the above box then send this entire form back to us. *(Please make sure you change the filename before you send it back to us.)*
- You write the ad and SDI will record the ad. Do Not send us an audio clip/file to play, just send us text.
- Seven lines of text in the above box equals roughly 20 seconds of audio.
- Place no more than seven (7) lines of text inside the box. The text should be:
- **TIMES NEW ROMAN @ 16 POINTS AND ALL CAPS**

SUPPORT FOR THIS SDI PODCAST COMES FROM:

Encounters Rates

\$99 for a minimum of 2000 downloads/plays of your ad on the podcast. Ads appear at the beginning (pre-roll) of every episode. You may specify the dates you would like the ad to play. 2000 downloads occur over approximately 2-4 weeks of airtime.

SDI Encounters Deadlines

Please give two weeks lead time for ad submission to be recorded.

Advertise in the SDI Annual Conference

Our Annual Conference draws between 750 and 1,000 participants from around the world and across spiritual traditions. Our next conference will be held in Niagara Falls in May 2025, with a virtual attendee option.

We have opportunities for advertising and sponsorship, including:

- Being an Exhibitor
- Being a Conference Sponsor

Email ads@sdiworld.org for more information about being a conference sponsor.

Terms, conditions, and discounts

The advertiser understands that space is reserved on a first-come, first-served basis. For that reason, advertising orders are binding after the closing date. Cancellations or changes in orders are not accepted after that time. Advertisers canceling after this date will be billed for space ordered.

The advertiser agrees to submit final advertising copy to Spiritual Directors International by the due date indicated. Alterations requiring additional work will be charged at current rates. If no ad copy is provided, then no ad will run but you will still be billed for the ad space.

Every effort will be made to afford advertisers the position desired; however, under no circumstances are specific ad placements guaranteed, nor is advertising accepted subject to position. Advertising must be paid for regardless of position.

Advertising privileges will be suspended on accounts past due.

Payments are due prior to the publishing date or your ad may be pulled. You will still be charged for the ad space, or a late fee may be assessed.

If your ad doesn't meet the guidelines you will be asked to correct your ad. If SDI personnel have to adjust your ad because it doesn't meet the guidelines SDI may charge you a fee for this service.

Discounts

Discounts apply for insertions of one unique ad placed in more than one issue of the "***SAME***" publication:

1 ad 1 insertion no discount

1 ad 2 insertions in "***SAME***" publication 5% discount

1 ad 3+ insertions in "***SAME***" publication 7.5% discount

Discounts may be available for similarly priced ads placed in multiple publications. Contact ads@sdiworld.org for details. To receive any discount, you must purchase the number of insertions at the time of your initial reservation.

Reserve your ad now!

To reserve an ad spot, please send an e-mail to: ads@sdiworld.org

Please include the following:

Your Name

Your email address

Your Institution

The Name of the Publication you wish to advertise in

Which Issue you'd like to place your advertisement in (Week, Month and Year) as appropriate

What size Ad you'd like (refer to Rates and templates for ad sizes)

Whether the Ad is color or BW (Presence only, all others are in color)

Additional Comments or Questions

If you have any questions about advertising, please contact us at: ads@sdiworld.org

Spiritual Directors International

PO Box 3584

Bellevue, WA 98009 USA

Telephone: +1-425-455-1565

We will respond as soon as possible.

Thank you!

PUBLICATION SCHEDULE															
Publication	How Distributed	Audience	Active Hyperlinks	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Connections Newsletter (Quarterly)	* PDF on Web-Site * Downloadable * Flipbook on Web-Site * Email members its availability	SDI Members Only Distribution: about 7k Readership: about 8k	Yes in all formats		Around the 15th of the month			Around the 15th of the month			Around the 15th of the month			Around the 15th of the month	
Listen Newsletter (Quarterly)	* PDF on Web-Site * Downloadable * Flipbook on Web-Site HTML5 version on website * Email subscribers its availability	Free and open to all Distribution: over 20k Readership: over 23k	Yes in all formats	Around the 15th of the month			Around the 15th of the month			Around the 15th of the month			Around the 15th of the month		
Digital Refuge Newsletter (Typically weekly)	* Email newsletter to subscribers	Free and open to all Distribution: over 20k Readership: TBD	Yes in all formats	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly	Typically emailed weekly
SDI Encounters Podcast (Weekly)	Apple Podcasts (iTunes) Google Play Google Podcasts Spotify Podbean etc., etc., etc	Free and open to all Average over 2,500 downloads per month	Website and links can be read as part of your spoken ad.	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday	Weekly every Monday
Presence Journal uses one (1) source version document to create for both the paper and digital publications. One ad in the paper version gets you into the digital quarterly and archive versions as well.															
Presence Journal - Paper (Quarterly)	* Physically mailed to members and Subscribers	SDI Members and Subscribers only Distribution: about 10k Readership: about 30k	No in paper format			Presence Journal			Presence Journal			Presence Journal			Presence Journal
Presence Journal - Digital (Quarterly)	* Flipbook on Web-Site (most recent 4 issues) * HTML5 on website (latest version)	SDI Members only Distribution: about 7k Readership: about 7k	Yes in digital format			Presence Journal			Presence Journal			Presence Journal			Presence Journal
Presence Journal - Digital Archive all past issues (on-Demand)	* Flipbook on Web-Site * HTML5 on website (latest version)	Digital Archive Subscribers Only	Yes in digital format	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand	All past issues on-demand

Template Samples for Listen and Connections - FOR REFERENCE ONLY

digital publications have 0.5" margins on edges.

Quarter-Page (digital)
712px x 525px
4.75" x 3.5" @ 150 ppi
120.5mm x 89mm @ 150 ppi

digital publications have 0.5" margins on edges.

digital publications have 0.25" margins from center

Half-Page (digital)
712px x 1125px
4.75" x 7.5" @ 150 ppi
120.5mm x 190.5mm @ 150 ppi

digital publications have 0.5" margins on edges.

digital publications have 0.5" margins on edges.

CONNECTIONS AND LISTEN

Template Samples - FOR REFERENCE ONLY

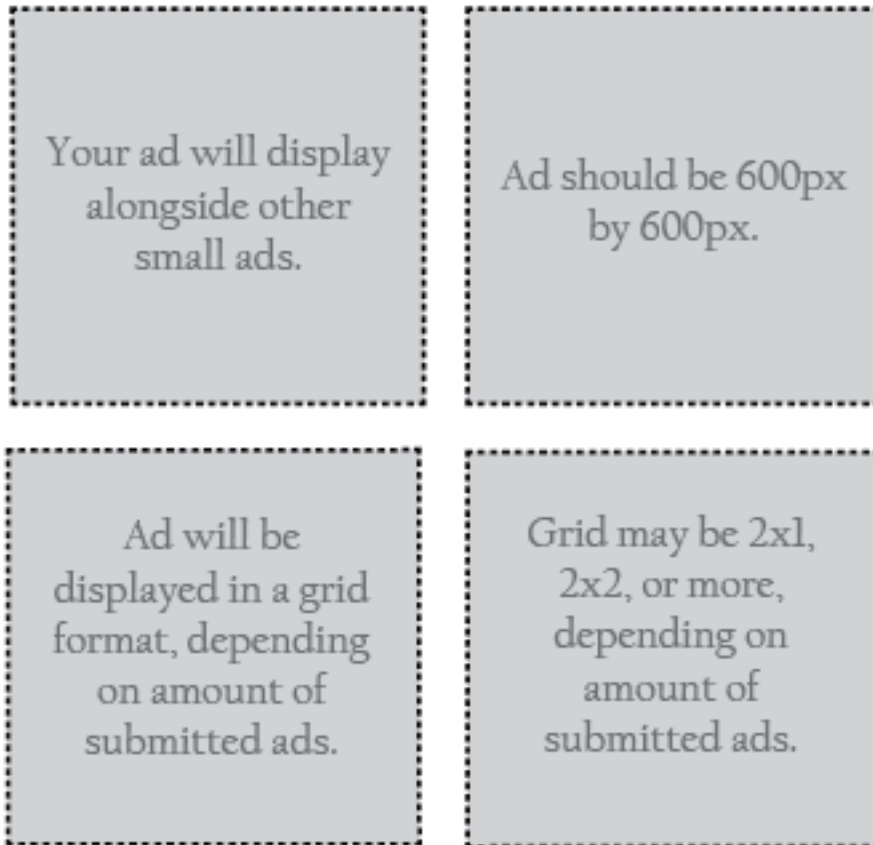
Full page (digital)
1500px x 1125px

Digital Refuge

Template Samples – FOR REFERENCE ONLY

Please note – Digital Refuge is an email newsletter, and layout is done in MailChimp. Ratios will be maintained, but final display will depend on recipient's display device and resolution. Templates below reflect approximate sizing based on the layouts we use.

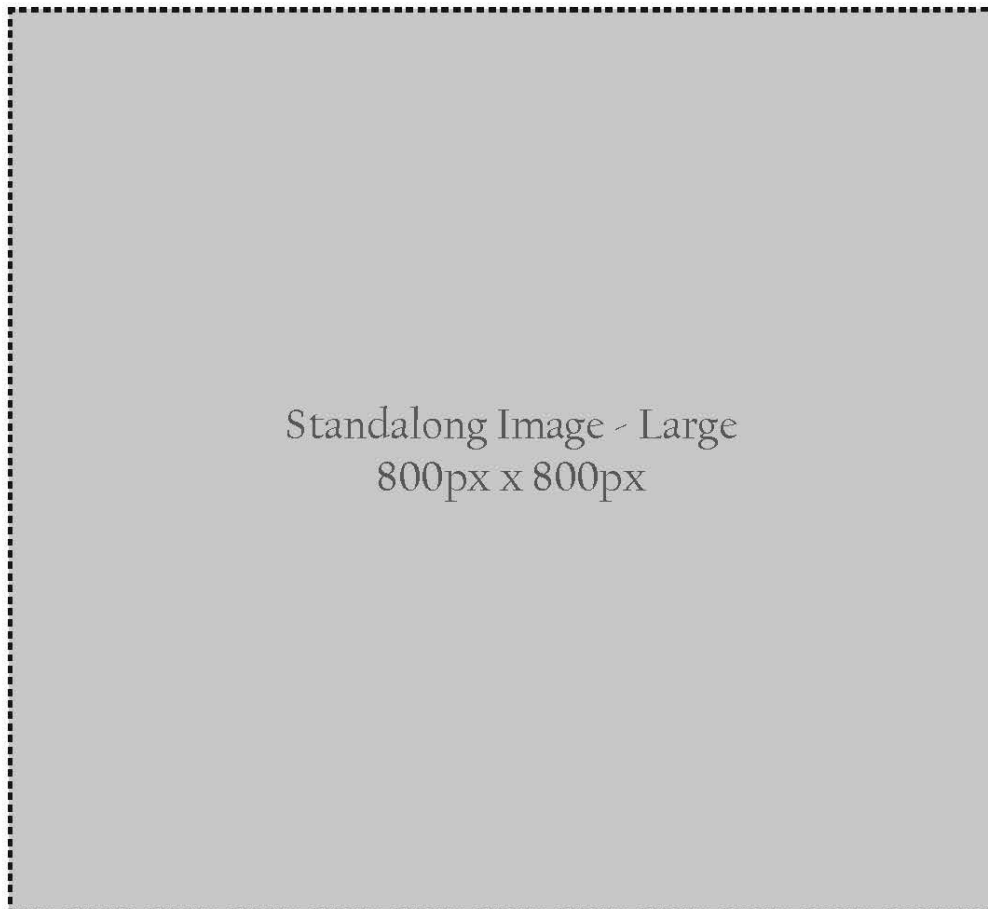
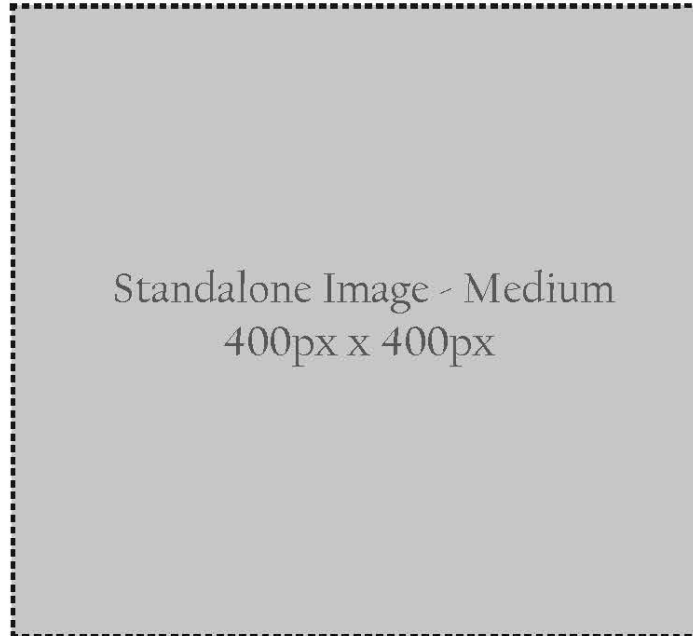
Small Image Group: Your image needs to be submitted with dimensions of 600px x 600px. NOTE: The displayed image will be smaller as shown below.



Digital Refuge

Template Samples - FOR REFERENCE ONLY

Please note - Discover is an e-mail newsletter, and layout is done in Mailchimp. Ratios will be maintained, but final display will depend on recipient's display resolution. Template below reflects approximate sizing based on layouts.



Template Samples for Presence - FOR REFERENCE ONLY

Note - printed size is 8.375" x 10.875"

Quarter-Page (print)

938px x 1275px

3.125" x 4.25" @ 300 dpi

79mm x 108mm

Half-Page (print)

1950px x 1275px

6.5" x 4.25" @ 300 dpi

165mm x 108mm

Template Samples for Presence - FOR REFERENCE ONLY

Note - printed page size will be 8.25" x 10.75"

Full Page

2213 px x 2925 px

7.375" x 9.75" @ 300 dpi

IMPORTANT - ad will print slightly smaller with
an approximate 0.5" white border