



Media Kit

November 2024 -
October 2025



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Presbyterian Association of Musicians

About PAM

Mission Statement:

The Presbyterian Association of Musicians believes formative and collaborative experiences with God and neighbor nurture relationships and create community.



The Presbyterian Association of Musicians is a 501(c)3 non-profit organization that has been serving ministry leaders for over 50 years.

Though headquartered in Louisville, Kentucky, PAM is a national organization with members in all 50 states and Puerto Rico. People of all denominational and church backgrounds are welcome to participate.

PAM IS A NATIONAL ORGANIZATION OF THE PRESBYTERIAN CHURCH (U.S.A.) SERVING LEADERS IN WORSHIP, MUSIC, AND THE ARTS.

In 2024, PAM had over 1,500 members. In addition to membership, PAM offers resources such as the *Call To Worship* Journal, Town Hall Forum series, First Call Pastors community, certification for church musicians, and a monthly newsletter.

Our primary event each year is the Worship & Music Conference at the Montreat Conference Center for two weeks in June. This intergenerational conference is for all worship leaders.





Call To Worship Journal

Lectionary Companion

Call to Worship: Liturgy, Music, Preaching, and the Arts offers insight and inspiration for pastors, church musicians, artists, and other worship leaders. This quarterly journal is published by the Office of Theology and Worship of the Presbyterian Church (U.S.A.) and serves as PAM's professional journal.

The annual Lectionary Companion issue is a highly valuable resource utilized by anyone involved in worship design from pastors to music directors to worship planning teams of multiple Christian denominations.

This annual issue is referenced continuously throughout the calendar year. In 2024 over 2,000 churches from across the United States utilized the *Call to Worship* Lectionary Aids to plan weekly worship services.

Publication Date: May 2025

Advertising Deadline: March 1, 2025

| Color | Price | Note |
|----------------------------|-------|--|
| Full page, inside cover | \$850 | Each issue has two inside cover pages. Space is reserved on a first-come, first-served basis. |
| Half page, inside cover | \$650 | |
| Quarter page, inside cover | \$500 | |

| Black and White | Price |
|-----------------|-------|
| Full page | \$600 |
| Half page | \$400 |
| Quarter page | \$250 |

Ad Specs

Full page: 7.5" x 10"
Half Page (horizontal): 7.5" x 4.9"
Quarter Page: 3.65" x 4.9"

All advertisements must be submitted in PDF format



Call To Worship Journal

Thematic Issues

Three thematic issues in each volume of Call to Worship include regular columns on liturgy, music, preaching, and the arts; additional liturgical ideas and resources; book and music reviews; and liturgical artwork.

| Issue | Publication Date | Advertising Deadline |
|------------|------------------|----------------------|
| Issue 59.2 | August 2025 | June 15, 2025 |
| Issue 59.3 | November 2025 | August 18, 2025 |
| Issue 59.4 | February 2026 | October 23, 2025 |

| Color | Price | Note |
|----------------------------|-------|--|
| Full page, inside cover | \$675 | Each issue has two inside cover pages. Space is reserved on a first-come, first-served basis. |
| Half page, inside cover | \$500 | |
| Quarter page, inside cover | \$350 | |

| Black and White | Price |
|-----------------|-------|
| Full page | \$550 |
| Half page | \$300 |
| Quarter page | \$150 |

Ad Specs

Full page: 7.5" x 10"
 Half Page (horizontal): 7.5" x 4.9"
 Quarter Page: 3.65" x 4.9"

All advertisements must be submitted in PDF format



Monthly E-Newsletter

The monthly e-newsletter is sent directly to all PAM members via email. It serves as a digital resource and fosters community for PAM members.

Audience: 1,400+

Average open rate in 2024: 57.4%

| Publication | Advertising Deadline |
|---------------------------------------|-----------------------------|
| Early in the month, typically the 1st | the 15th of the prior month |
| For example, February 1, 2025 | January 15, 2025 |

| Duration | Price |
|------------------------|-------|
| 1 Month | \$350 |
| Each Consecutive Month | \$275 |

Ad Specs

900 x 250 px

JPEG or PNG file
RGB color format

| Duration | Price |
|--|-------|
| 1 Month | \$350 |
| 2 Consecutive Months | \$625 |
| 3 Consecutive Months | \$900 |
| Your organization's website or other provided link will be linked to the advertisement. | |
| Email your advertisement to Mary Oxford - Communications & Administrative Manager at Mary.Oxford@pcusa.org by the 15th of the month prior to which your advertisement is scheduled to appear. | |



Website

PAM's website - www.presbysmusic.org - is the primary source of information about the organization. Members and visitors navigate to learn more about the Worship and Music Conference, region events, membership, Revitalization Grants, online forums and lecture series, and more.

Our website is the home of all information related to the Worship and Music Conference. We seek a spike in traffic in the months preceding and during the event.

2023 unique website visits: 19,152
2024 unique website visits (through 09/20): 16,378

| Peak Web Traffic Times | |
|------------------------|--|
| September – December | Worship and Music Conference information goes live. |
| December – February | Membership renewal and early registration period for Worship and Music Conference. |
| March - May | On-time registration period for the Worship and Music Conference. |
| Late June | Worship and Music Conferences, including conference livestream. |

| Duration | Price |
|----------------------|-------|
| 1 Month | \$300 |
| 2 Consecutive Months | \$450 |
| 3 Consecutive Months | \$600 |
| 4 Consecutive Months | \$700 |

Ad Specs

900 x 250 px Banner

JPEG or PNG
RGB color format

Ads will be placed and removed on the first day of the purchased month.

Unless a particular page is specified, web ads will be placed on the highest-traffic pages as space is available.



Social Media Posts

Total Audience (Facebook and Instagram): 5,400+

You provide content (text with image or video) for a post to PAM’s social media across our three primary platforms (Facebook and Instagram) with an image or a short video not to exceed one minute in duration. You may choose which date you would like to post (pending availability).

Images must be JPEGs or PNGs; videos must be submitted in .mp4 format and under 60 seconds. All advertisements must be approved by PAM.

| Advertisement | Price |
|-----------------|-------|
| Text with Image | \$250 |
| Text with Video | \$400 |

Ad Specs

Image: JPG or PNG

Video: .mp4
Less than 60 seconds



Email Blast

PAM will send a custom email promoting your organization or its product, publication, or service. The email may include an article or other announcement written by your company, an image (JPEG format, 72dpi minimum), or a short video of less than one minute in duration. You will receive a preview of the email blast to make any edits before it is sent.

Total Audience: ~4,000
Average open rate in 2023: 39.4%

Direct Email Blast to All Contacts: \$750

Organizations are limited to one (1) direct email blast purchase per calendar year. **Only four (4) direct email blasts are available for purchase annually.**

All advertisements must be approved by PAM and will contain a statement at the beginning of the email designating it as an advertisement, i.e.: “Messages like this one from our friends at [organization name] help financially support PAM’s ongoing ministry.”



Conference Sponsorship



PRESBYTERIAN
ASSOCIATION OF
MUSICIANS

Worship & Music Conference

**The Worship & Music Conference
is the largest annual gathering of Presbyterians.**

Since 1970, PAM has organized the annual Worship & Music Conference in Montreat, North Carolina. Our conference is the largest annual gathering of Presbyterians in the country. This flagship event for PAM features prominent individuals and practitioners in the fields of sacred music, worship, music education, and Reformed theology. The conference is intergenerational, and the conferees represent a wide variety of church contexts from coast to coast.

We offer five conference sponsorship packages for any size budget that will make sure your organization will be noticed by our conferees. We offer a myriad of ways to connect with them all, including through slides that are shown daily during worship and events, in the conference exhibit hall, on our conference app, in our conference book, and more!



June 15-20 & June 22-27, 2025
Montreat, North Carolina

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect





Conference Sponsorship Levels

There are five sponsorship levels: premiere ambassador, ambassador, benefactor, friend, and supporter. With each sponsorship comes certain benefits. Sponsorships are available for one or both weeks of the conference.

Worship & Music Conference

Montreat Conference Center, Montreat, North Carolina

Week One: June 15 - 20, 2025 Week Two: June 22 - 27, 2025

Conference website: presbysmusic.org/conference

The conference **exhibit hall** will be located in the lobby of Anderson Auditorium where all conferees gather for worship each day at 11:00 am. The Exhibit Hall will be open Thursday and Friday of Week 1 (June 19-20) and Monday and Tuesday of Week 2 (June 23-24). On Thursday evening of Week 1, and Monday evening of Week 2 PAM will host a dessert reception in celebration of our exhibitors for all conferees in the exhibit hall.

Beginning with the 2025 Worship in Music Conference, we now offer an exclusive “Publisher” Sponsorship Level. Details about this opportunity can be found on page 13.

| Sponsorship Level | One Week | Two Weeks |
|---------------------|----------|-----------|
| Premiere Ambassador | \$3,300 | \$5,500 |
| Ambassador | \$2,200 | \$3,300 |
| Benefactor | \$660 | \$1,100 |
| Friend | \$500 | \$825 |
| Supporter | n/a | \$385 |
| Publisher | \$300 | \$500 |



Sponsorship Benefits

At a glance



| Benefit | Premiere Ambassador | Ambassador | Benefactor | Friend | Supporter |
|--|---------------------|------------|--------------------------------|--------|-----------|
| Exhibit Table - in the exhibit hall | | | ✓ | ✓ | |
| Exhibit Table - preferred location in the exhibit hall | ✓ | | | | |
| Exhibit Table - in classroom | | ✓ | | | |
| Bag Drop - 2 pieces | ✓ | ✓ | | | |
| Bag Drop - 1 piece | | | ✓ | ✓ | ✓ |
| Conference Book - organization name listed | ✓ | ✓ | ✓ | ✓ | ✓ |
| Conference Book - full page color ad | ✓ | ✓ | | | |
| Conference Book - half page color ad | | ✓ | | | |
| Slide | ✓ | ✓ | ✓ | ✓ | |
| Conference app - page | ✓ | ✓ | ✓ | | |
| Banner ad on Conference Website | ✓ | ✓ | | | |
| Evening Event Introduction or Publisher Reading Session | ✓ | | | | |
| Partner Seminar | ✓ | | | | |
| Classroom Pitch | | ✓ | | | |
| Conference Registration | 1/wk | 1/wk | 1/wk with two week sponsorship | | |



Premiere Ambassador

One week \$3,300 Two weeks \$5,500

3 per week available

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect

Premiere Ambassador Benefits

- Exhibit hall display table with preferred location.
- Bag Drop - Two pieces of literature or promotional (swag) items to be included in conference bags.
- Conference Book - organization name listed in conference book varied by size related to sponsorship level.
- Conference Book Ad - one full page, four color ad in the conference book.
- Slide - organization's logo shown at daily worship and evening events.
- Conference App Page - one dedicated page in the conference app.
- Banner Ad - one ad on a conference webpage (970x250px or 920x160px)
- Evening Event - promoted sponsorship of one Evening Event (Organ Recital, Hymn Festival, or Chamber Concert) with an opportunity to either give a presentation about your organization (up to three minutes) or submit a promotional video to be played (90 - 120 seconds).
- Partner Seminar - opportunity to present a week-long seminar (daily Monday - Friday for 50 minutes) to conference participants on a topic related to your organization.
- Conference Registration - one conference registration for each week sponsored.



Ambassador

One week \$2,200 Two weeks \$3,300

5 per week available

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect

Ambassador Benefits

- Exhibit Display Table - within a classroom offering of area specialty.
- Bag Drop - Two pieces of literature or promotional (swag) items to be included in conference bags.
- Conference Book - organization name listed in conference book varied by size related to sponsorship level
- Conference Book Ad - Two week Ambassadors: one full page, four color ad in the conference book. One week Ambassadors: one half page, four color ad in the conference book.
- Slide - your organization's logo shown at daily worship and evening events.
- Conference App Page - one dedicated page in the conference app.
- Banner Ad - one ad on a conference webpage (970x250px or 920x160px)
- Classroom Pitch - One 60-90 second pitch within the classroom one time per week for every offering in the classroom.
- Conference Registration - one conference registration for each week sponsored.



Benefactor

One week \$660 Two weeks \$1,100

6 per week available

Benefactor Benefits

- Exhibit Display Table - within the exhibit hall.
- Bag Drop - one piece of literature or promotional (swag) items to be included in conference bags.
- Conference Book - organization name listed in conference book varied by size related to sponsorship level
- Slide - your organization's logo shown at daily worship and evening events.
- Conference App Page - one dedicated page in the conference app.
- Conference Registration - one conference registration will be provided with your organization's commitment to two weeks of sponsorship.

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect



Friend

One week \$500 Two weeks \$825

Friend Benefits

- Exhibit Display Table - within the exhibit hall.
- Bag Drop - one piece of literature or promotional (swag) items to be included in in-conference bags.
- Conference Book - organization name listed in conference book varied by size related to sponsorship level
- Slide - your organization's logo shown at daily worship and evening events.

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect



Supporter

\$385

Supporter Benefits

- Bag Drop - one piece of literature or promotional (swag) items to be included in conference bags.
- Conference Book - organization name listed in conference book varied by size related to sponsorship level

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect



Conference Book

Sponsorship Materials

Deadline

March 1, 2025

Book online at
presbysmusic.org/connect

Each conferee receives a hard and digital copy of the conference book. It is utilized daily throughout the conference for worship services and contains schedules of events, campus maps, and important information about conference activities. The conference book is frequently brought back to conferees' home churches for reference and future worship planning.

Music publishers, seminaries, university choral/sacred music programs, organ builders, and many other organizations affiliated with church music have utilized advertisements in our conference book to reach a highly specific, targeted audience. The conference book is also a good place to highlight a conference faculty member who is a part of your organization.

Audience: 1,600

| Size | Cost |
|-----------|-------|
| Full Page | \$750 |
| Half Page | \$575 |

Ad Specs

Full page 7.5"x 10"

Half page 7.5"x 4.9" (horizontal)

PDF file
300 dpi resolution
CMYK color format



Publisher Reading Sessions

New for 2025; by invitation only

PAM members and Worship & Music Conference attendees are always looking for new music to add to their repertoire.

The Publisher Reading Session sponsorship offers an exclusive chance to have works from your catalog featured to a wide audience during our national conference.

One week \$300 Two weeks \$500

4 per week available

We are offering EIGHT total reading sessions; FOUR per each week of our conference. We have discerned that the most beneficial pieces for our conference attendees are those geared toward the following categories: Small Churches, Youth and Children, Large Churches, SSA arrangements, and SAB arrangements.

Publisher Reading Session Benefits

**Publisher Reading Session
Commitment Deadline
October 15, 2024**

- Exhibit Display Table* in Reading Session room
- Slide - your Reading Session will be advertised on a slide shown at daily worship and evening events before and on the day of your scheduled time.
- Conference Schedule: Online, Conference App, and Printed - your Reading Session will be listed with your organization's name on all locations where the Conference Schedule is shared. This will include: our conference website, listed as an offering in the online conference registration, in push notifications on the conference app, and printed in the conference book.
- Publisher Reading Session sponsors may purchase an additional sponsorship and/or additional ad space in the conference book.

By purchasing a Publisher Reading Session Sponsorship, the purchaser agrees to the following:

1. Publisher is responsible for leading and playing at the reading session.
2. Publisher will provide the printed reading session packets.
3. *Publisher will not hold retail space at the conference.

Thank you!

To **book** an advertisement or sponsorship visit presbysmusic.org/connect or contact Mary Oxford - Communications and Administrative Manager, at Mary.Oxford@pcusa.org



The Presbyterian Association of Musicians believes formative and collaborative experiences with God and neighbor nurture relationships and create community.

