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UU WORLD ANNOUNCES NEW DISCOUNT RATE CARD FOR UNITARIAN UNIVERSALIST ORGANIZATIONS

Over the past 2 years, the UUA Board of Trustees changed the criteria used to grant Independent Affiliate status to organizations seeking such status. This resulted in a significant reduction in the number of Independent Affiliates. An unintended effect of this change was that many loyal *UU World* display advertisers that considered the magazine to be an important vehicle for sharing their message and publicizing their events, could no longer access the deeply discounted Affiliate rate card for their display advertisements.

As a means of supporting the wide variety of UU organizations doing important work in our congregations and in the world, *UU World* now offers a **new discounted rate card** specifically for these groups. These ad rates reflect only a nominal (ten percent) differential from the Affiliate rate card but just like the Affiliate rates, they are less than half of *UU World's* "House" rates.

The criteria for access to the **UU Organizations** rate card are very simple. The organization must be a not-for-profit, member supported, Unitarian Universalist organization. There are no further requirements. The group can be formally or informally organized, or even temporary or ad hoc, as long as the above three criteria are met.

Congregations remain eligible for the **Affiliate** rate card.

Most advertiser questions can be answered at <http://www.uuworld.org/advertising>. There you will find advertising deadlines, display advertisement design specifications, and a helpful guide to placing a display ad in *UU World*.

Please contact us for a copy of the applicable rate card.

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