



Media Kit

September 2025 -
August 2026



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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 2025, PAM had over 1,500 members. In addition to membership, PAM offers many resources including the *Call To Worship* Journal, national and regional online and in-person events, a podcast, and monthly newsletters.

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 and participants.





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 2025 over 2,000 churches from across the United States utilized the *Call to Worship* Lectionary Aids to plan weekly worship services.

Publication Date: May 2026

Advertising Deadline: March 1, 2026

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 60.2	August 2026	June 15, 2026
Issue 60.3	November 2026	August 18, 2026
Issue 60.4	February 2027	October 23, 2026

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 & Mid-Month Update

The monthly e-newsletter is sent directly to all PAM members via email and the mid-month update is sent to everyone in the PAM database via email. Both emails serve as digital resources and foster connection for the PAM community.

Newsletter Audience: **1,500+**

Mid-month update Audience: **6,000+**

Newsletter average open rate in 2025: **67.7%**

Mid-month update average open rate in 2025: **62.2%**

Ad Specs

900 x 250 px

JPEG or PNG file
RGB color format

Publication	Advertising Deadline
The 1 st of the month	The 15th of the prior month
The 15 th of the month	The 1 st of the publication month

Duration (Newsletter)	Price
1 Month	\$350
2 Consecutive Months	\$625
3 Consecutive Months	\$900
Duration (Mid-Month)	Price
1 Month	\$650
2 Consecutive Months	\$925
3 Consecutive Months	\$1,200

Your organization's website or other provided link will be linked to the advertisement.

Email your advertisement to Charlotte Downs - Brand Manager at charlotte.downs@pcusa.org by the deadlines listed above.



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.

2024 unique website visits: **20,323 (average 1,693/ month)**

2025 unique website visits (through 10/1): **16,194 (average 1,799/ month)**

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): 6,300+

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: ~ 6,000

Average open rate in 2024: 74.75%

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."



Podcast



New in 2026, PAM's podcast: *Sounding Board* will offer ads for purchase. PAM offers a dynamic range of advertising options within our podcast, designed to amplify your brand's voice and connect with an engaged audience. Whether you're looking for a subtle presence or full-scale sponsorship, PAM has an option suitable for your organization. Sponsors may purchase end-of-episode slides, host-read ads paired with visuals, or immersive video placements (90 seconds or 3 minutes) to showcase your message. For maximum impact, our exclusive Full Sponsorship tier delivers unmatched visibility: your brand is featured at the start, middle, and end of the episode with custom slides and host endorsements—no competing sponsors allowed.

Images must be JPEGs or PNGs; videos must be submitted in .mp4 format and are limited to 90 seconds or 3 minutes, dependent on the ad purchased.

Advertisement	Price
End-of-episode slide	\$250
Host-read ad with slide	\$500
90 second video ad	\$750
3 minute video ad	\$1,500
Full episode sponsorship (includes up to 3 slides & host-read ad, with no competing sponsors)	\$3,000

Ad Specs

Image: JPG or PNG

Video: .mp4
90 seconds or 3 minutes,
depending on ad purchased



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 multiple denominations from coast to coast.

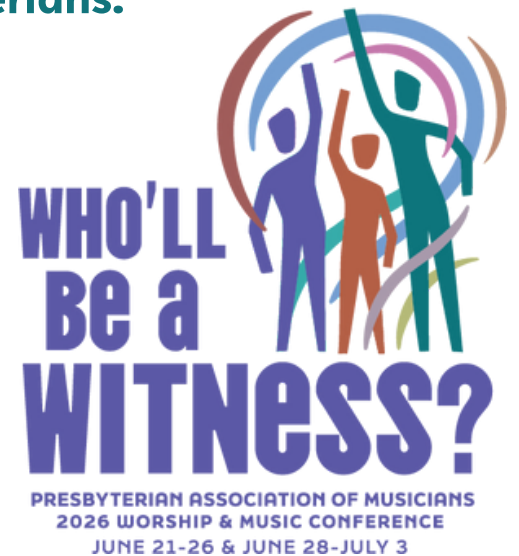
We offer five conference sponsorship packages for any size budget that will make sure your organization will be noticed by our conferees. We offer a myriad of ways to connect with them all, including through slides that are shown daily during worship and events, in the conference exhibit hall, on our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

Sponsorship Materials

Deadline

March 10, 2026

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 21 - 26, 2026 Week Two: June 28 - July 3, 2026

Conference website: presbymusic.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 25-26) and Monday and Tuesday of Week 2 (June 29-30). 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 2026 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	\$3,350	\$5,550
Ambassador	\$2,250	\$3,350
Benefactor	\$675	\$1,200
Friend	\$550	\$850
Supporter	n/a	\$400
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	✓	✓ 2-wk ambassadors			
Conference Book - half page color ad		✓ 1-wk ambassadors			
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 with two-week sponsorship		



Premiere Ambassador

One week \$3,350 Two weeks \$5,550

4 per week available

Sponsorship Materials

Deadline

March 10, 2026

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 with organization logo and description. Push notifications available upon request and approved by Brand Manager.
- 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.
- Conference Website - organization name listed on conference website and linked to page of organization's choosing



Ambassador

One week \$2,250 Two weeks \$3,350

5 per week available

Sponsorship Materials

Deadline

March 10, 2026

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. Push notifications available upon request and approved by Brand Manager.
- 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.
- Conference Website - organization name listed on conference website and linked to page of organization's choosing



Benefactor

One week \$675 Two weeks \$1,200

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.
- Conference Website - organization name listed on conference website

Sponsorship Materials

Deadline

March 10, 2026

Book online at
presbysmusic.org/connect



Friend

One week \$550 Two weeks \$850

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.
- Conference Website - organization name listed on conference website

Sponsorship Materials

Deadline

March 10, 2026

Book online at
presbysmusic.org/connect



Supporter

\$400

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
- Conference Website - organization name listed on conference website

Sponsorship Materials

Deadline

March 10, 2026

Book online at
presbysmusic.org/connect



Publisher Reading Sessions

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

2026 Worship & Music Conference: SOLD OUT



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

**2027 Publisher Reading Session
Commitment Deadline
August 1, 2026**

- 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.

**Contact gail.carter@pcusa.org
to express interest for 2027.**



Publisher Reading Session Bundle Offers

By invitation only

To promote the Publisher Reading Sessions that we will offer during the 2026 Worship & Music Conference, we have created bundle offers when combined with another level of Sponsorship.

Sponsorship	One-week	Two-week
Reading Session	\$300	\$500
Premiere Ambassador	\$3,350	\$5,550
Total without Bundle Rate	\$3,650	\$6,050
Discounted Offer	\$3,050	\$5,050
Sponsorship	One-week	Two-week
Reading Session	\$300	\$500
Ambassador	\$2,250	\$3,350
Total without Bundle Rate	\$2,550	\$3,850
Discounted Offer	\$2,250	\$3,350
Sponsorship	One-week	Two-week
Reading Session	\$300	\$500
Benefactor	\$675	\$1,200
Total without Bundle Rate	\$975	\$1,700
Discounted Offer	\$915	\$1,600
Sponsorship	One-week	Two-week
Reading Session	\$300	\$500
Friend	\$550	\$850
Total without Bundle Rate	\$850	\$1,350
Discounted Offer	\$800	\$1,225



Conference Book

Sponsorship Materials

Deadline

March 10, 2026

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 the schedule 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

Thank you!

To **book** an advertisement or sponsorship visit presbysmusic.org/connect or contact Gail Carter - Administrative Manager, at gail.carter@pcusa.org



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

