

Guidelines for the Use of *Daily Word* Name, Copy, and Logo

Daily Word magazine can be a source of support and outreach in your ministry. As a valued member of the *Daily Word* family, we appreciate you and affirm your highest good in all matters. The following are guidelines for use of *Daily Word* copy and the *Daily Word* name and logo:

1. **Printed Material:** Please note that *Daily Word* is copyrighted material. We ask that it not be reproduced or reprinted in its entirety as a magazine or other printed material. However, church bulletins, newsletters, or newspaper ads may feature any one daily message, past or present. The copy may not be edited, although a portion of a day's message may be excerpted.

Please use the following tagline when reprinting a daily message: "**Reprinted with permission of Unity®, publisher of *Daily Word*®.**"

2. **Audio/Video Reproduction:** The same guidelines apply for audio and video reproductions as with printed material. As *Daily Word* is copyrighted material, we ask that the daily messages not be reproduced on CD, cassette, or as daily audio or video files. However, one-time or occasional audio or video recordings are acceptable in support of your ministry. At the end of any recording, please use the following tagline: "Reproduced with permission of Unity®, publisher of *Daily Word*®." And please reference our website: www.dailyword.com.
3. **Radio and TV:** The same guidelines apply to radio or television broadcasts as to printed or audio/video reproductions.
4. **Websites:** If you would like to offer the daily message on your center's website, RSS feeds and widgets are available for your convenience at www.dailyword.com/widget. We ask that you use these resources or offer a link to www.dailyword.com rather than manually reproducing *Daily Word* on your web page.
5. **Facebook, Twitter, and other social media:** Social share buttons are available on dailyword.com for sharing the daily message on these platforms, and we ask that these be used. If quoting the affirmation or lines from the daily message to your center's social media page or feed, please follow common practice in acknowledging the source of the material. On Twitter the hashtag [#DailyWord](https://twitter.com/DailyWord) is preferred. On Facebook and other media, please link to either www.dailyword.com or www.facebook.com/dailywordmagazine. Thank you!
6. **Cover Photos and other artwork:** Use of cover photos or photos from inside the magazine is not permitted as those photographs may have been purchased for one-time use by Unity.

7. **Advertising:** When advertising for your center, please DO NOT use the phrase, "Church of the *Daily Word*." Use the phrase, "Affiliated with Unity, publisher of *Daily Word*®." Please include the registration symbol.

8. **Contact Information:**
Wholesale Orders: 816-524-3550, Ext. 3571 or 1-866-236-3571;
Wholesaccts@unityonline.org
For individual subscriptions, Customer Care: 800-669-0282 (toll-free) or 816-969-2069
Editorial Questions: Elaine Meyer, editor in chief. 816-347-5590;
dailywordeditor@unityonline.org
Online help with widgets or website: <http://www.dailyword.com/contact>

Zip Code Mailing: If you wish to send a postcard to *Daily Word* subscribers within your center's zip code, please contact Unity Wholesale Department via email at Wholesaccts@unityonline.org or by phone at 816-524-3550, Ext. 3571 or toll-free at 866-236-3571.

Guidelines for Church Mailings by Unity

revised 3/27/2018

Unity School is excited to announce revisions to our postcard mailing program. This program is available to approved ministers &/or spiritual leaders whose group is legally incorporated and meets in a public building.

- Your new contact point is Unity Customer Service via e-mail at Wholesaccts@unityonline.org or phone at (866) 236-3571.
- You are allowed one (1) announcement per calendar year, so please keep that in mind as you plan your mailings.
- Examples of the type of events that are eligible include: (Unity reserves the right to refuse any mailing it deems inappropriate.)
 1. Church anniversaries
 2. Dedication of a new facility or major improvement to an existing facility
 3. Announcement of guest speakers
 4. Announcement of a ministerial change
 5. Other congregation-related events that you consider significant and of possible interest to Unity / Daily Word constituents
- Currently, the format is limited to a standard USPS sized postcard (4-1/4" x 6") with text only (no graphics) black ink.
- Addresses are extracted from Unity's files for the zip code(s) you identify. The addresses will include Daily Word subscribers. Constituents who have opted out of other mailings are excluded from the address pull.
- Costs are as follows:
 1. Set up cost for each address pull: \$100 (payable even if you subsequently decide against making the mailing.) Revisions to the initial request are treated as a new pull, and are subject to this fee.
 2. Production and processing cost per card: \$30.00 per thousand (\$.03 each)
 3. Postage: Prevailing USPS rates, which are currently (5/12/09) @ \$.28 each

Here is one example of what a job might cost:

--Requested zip codes generate 1,000 names / addresses:	Cost \$100.00
--Production and processing @ \$30.00 / M x 1,000:	30.00
--Postage @ \$.28 each x 1,000:	<u>280.00</u>
TOTAL	\$410.00

- Please allow **at least 3 weeks** prior to the event for the cards to be processed and mailed from Unity. Additional time in the USPS system will vary, but you can normally expect delivery within about a week of mailing. (Unity does not accept responsibility for mail delivery once it has been delivered to the USPS.)
- To initiate a mailing, please contact our Sales department with the list of the zip codes you would like to mail to, and a WORD document of the text you would like to print on the card. After the addresses have been pulled, Sales will contact you with a cost quote for the mailing