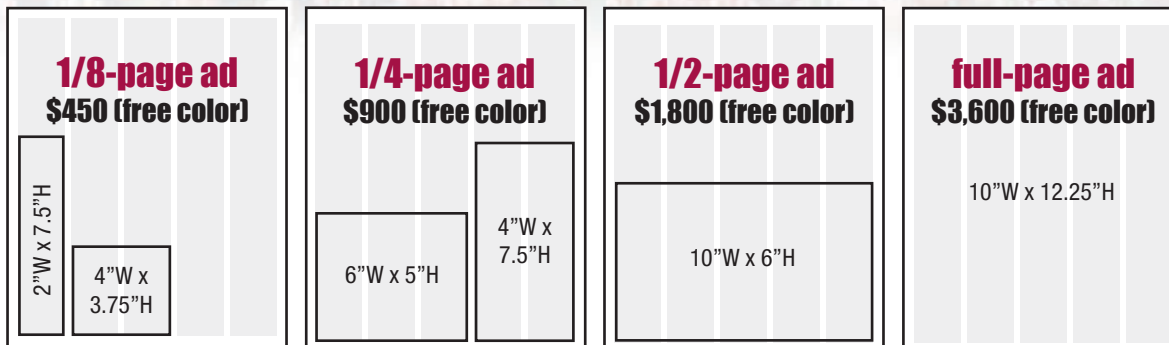


# Reach 92,000 Subscribers and 3,500 Churches Across Alabama



The Alabama Baptist newspaper will feature  
**“Travel for the Season: Spring”**

with a special section called “The Gulf Coast Area”

## advertising package March 8, 2012

### *What is the “Travel for the Season: Spring” Advertorial Advertising Package?*

The Alabama Baptist’s “Travel for the Season: Spring” advertising package is a section that will feature spring events, tourist attractions, historical sites and cultural events geared towards church groups and family excursions. Because of an “advertorial” concept businesses, museums, tourism offices, etc. will be allowed to purchase their advertising space and use it for either a display ad or use the space for copy they provide. This format will have the appearance of a news story, complete with headline and byline. This allows the advertiser to tell their story in their own words. The copy can include educational, historical and informational facts including selling points, etc.

### *Why should your business advertise?*

Alabama Baptists comprise the **largest Christian denomination** in Alabama with membership of more than one million people. Therefore advertising in our paper will give your business the opportunity to reach this large consumer group. The reader profile for this 168-year-old paper is: 47% male, 53% female. The majority of subscribers have been receiving their paper for more than **20 years** and a readership survey revealed that more than 50% of the readers say they spend at least 30 minutes reading the paper.

### *Whom will it reach?*

This supplement will be part of the regular weekly paper,

which goes to more than **92,000 households** and **3,500 churches** across the state.

### *What is the cost for this advertising package?*

The cost for running in this special advertising supplement is dependent on the size of the advertising inches purchased. There is an automatic **cost savings of \$299**, because there is no charge for color in this package. Ad sizes and prices can be found in the enclosed *Advertising Rates and Information* brochure or e-mail attachment.

### *How can your business advertise?*

You can become one of the featured advertisers in the “Travel for the Season: Spring” advertising package by calling the advertising department at **205-870-4720, Ext. 102**, Pam Holt at **205-870-4720, Ext. 113** or Susan Stevens at **205-873-0505** or by e-mailing: [ads@thealabamabaptist.org](mailto:ads@thealabamabaptist.org), [pholt@thealabamabaptist.org](mailto:pholt@thealabamabaptist.org) or [sstevens@thealabamabaptist.org](mailto:sstevens@thealabamabaptist.org).

### *Dates to remember*

Issue date — March 8

Press date — March 2

Advertising deadline — Feb. 24

Payment due — Feb. 24

Camera-ready ads due — Feb. 24

