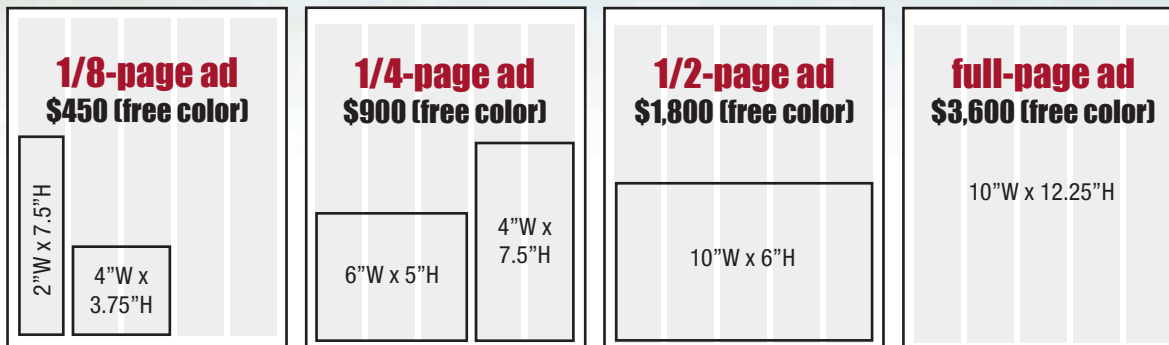


# Reach 92,000 Subscribers and 3,500 Churches Across Alabama



The Alabama Baptist newspaper will feature  
**“Experience the Great Smoky Mountains”**

A wholesome destination for church group trips and family vacations

## advertising package May 10, 2012

### *What is the “Experience the Great Smoky Mountains” Advertorial Advertising Package?*

This advertising package is a **centerspread section** that will feature wholesome family entertainment establishments, restaurants, cultural events, resort and vacation lodgings, tours, shopping and tourist attractions for church groups and family vacations. Because of the “advertorial” concept businesses will be allowed to purchase their advertising space and use it for either a display ad or for editorial copy that they provide. This format will have the appearance of a news story, complete with a headline and photos. This allows the advertisers to tell their story in their own words. The copy can include educational, historical and informational facts, testimonials that emphasize selling points, special discounts, coupons, 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 “Experience the Great Smoky Mountains” 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 — May 10

Press date — May 4

Advertising deadline — April 26

Payment due — April 26

Camera-ready ads due — April 26

