



Church Resource Guide

“Advertorial” Advertising Package

Businesses who are interested in reaching the decision makers and members of Alabama Baptist churches now have a unique advertising opportunity.

With the introduction of a one-of-a-kind special advertorial advertising package section known as the **Church Resource Guide**, businesses will now be able to “tell their own story, in their own words.” The advertising department of *The Alabama Baptist* is offering this monthly advertorial package in order to feature different advertisers who want to share their message in a detailed format.

This package will also be heavily promoted on *The Alabama Baptist* Web site at www.thealabamabaptist.org.

Each month four advertising pages of the **Church Resource Guide** will be reserved, showcasing different types of businesses such as architects, construction companies, flooring, lighting, and sound equipment businesses, church pews and stained glass window companies, and interior and exterior services, just to name a few.

A business can purchase space for an ad or an “advertorial article” to be featured each month. If a business purchases a large amount of advertising space, such as half of a page, (30 inches), 15 of those inches can be used to display an ad, and the other 15 can be used to display a small article of the advertiser’s choice. *The Alabama Baptist* staff can also provide writing and ad design services to assist with the copy for advertorial articles at no additional charge.

The advertorial space will allow businesses to highlight and feature any service or product in a detailed manner. This space can be used in a number of ways – from offering helpful tips to spotlighting a recently completed building project.

If a year’s contract is signed, the business can even provide a monthly educational series on their particular specialty area that can run throughout the 12-month contract period. With an educational marketing strategy such as this, the readers of this series will become accustomed to looking to these businesses as the experts for their church needs and answers.

Cost is based on the number of times the ad is run as well as the size of the ad. As an added benefit, the additional \$299 cost for color will be waived.

For more information on how to advertise in this package or any other weekly issue of *The Alabama Baptist*, please contact **Pam Holt** at 205-870-4720, Ext. 113 or pholt@thealabamabaptist.org or **James Plunkett** at 205-747-0564 or jplunkett@thealabamabaptist.org.



“An award-winning Christian newspaper”