Overview Of The Alabama Baptist (TAB)

About us

• 178-year-old newspaper focusing on good news about people in the state of Alabama, while covering a variety of issues:
  
  • Culture
  • Education
  • Religion in America
  • Health Care
  • Families and Communities
  • Alabama Church Life
  • Finances
  • Senior Lifestyles

• Paid subscriptions delivered each week by the USPS.

• An award-winning publication that has been recognized as the Top Regional Christian Newspaper in the nation 14 times over. Organizations that have awarded TAB top honors are below.

TRUSTED SOURCE FOR INFORMATION FOR THE LARGEST CHRISTIAN DENOMINATION IN ALABAMA WITH MEMBERSHIP OF MORE THAN 900,000.
Who do we reach?

- Key consumer groups, business owners and church leadership (there are more than 3,000 Baptist churches in Alabama)
- 114,095 readers
- 45,638 paid subscribers
- 48.9% of readers have purchased a subscription for 15 or more years
- 21.1% of readers have been subscribers for 5 to 15 years

Who are our readers?

- 53% are female
- 47% are male
- 94% are homeowners
- 43% have incomes of $80,000 or more
- Annual giving for Cooperative Program and other church receipts for 2019 by Alabama Baptist churches is $63,882,413.05.

How do we reach them?

- Weekly print issue mailed directly to subscribers homes
- Digital issue
- Social media
- TAB Preview weekly email
- TAB Highlights thrice weekly news email
- Podcasts
- App
- Website
- Events
- Special issue publications
- TAB News for the visually and print impaired

Value Of The Alabama Baptist
Print Advertising

STATEWIDE READERSHIP

114,095

Display Advertising Sizes

Full-page ad

10”x12.22”
$2,850 - Color
$2,340 - B&W

Half-page ad

10”x6”
$1,425 - Color
$1,170 - B&W

Quarter-page ad

3.91”x7.5”
$712 - Color
$585 - B&W

1/8-page ad

3.91”x3.75”
$292 - Color
$258 - B&W

Print Ads
• All ad prices are per run.

• Color rates are subject to color availability.

• Advertising space is limited in each issue, and placement based upon purchase date.

Classified
Classified Advertising is available for $1 per word.

For more information, contact Melanie McKinney
P: 205-870-4720, ext. 102
E: ads@thealabamabaptist.org
Three Unique Options

- More than 30,000 visitors on our website each month
- Ads are clickable and link directly to your own website.
- Choose between three sizes — wide horizontal, sidebar square and sidebar portrait.

**WIDE HORIZONTAL**
Size: 730 W x 90 H pixels
Price: $300/month

**SIDEBAR PORTRAIT**
Size: 295 W x 590 H pixels
Price: $200/month

**SIDEBAR SQUARE**
Size: 295 W x 295 H pixels
Price: $150/month

For more information, contact Melanie McKinney  
P: 205-870-4720, ext. 102  
E: ads@thealabamabaptist.org
TAB Preview

- TAB Preview provides a sneak preview of the weekly stories featured in *The Alabama Baptist* to the leadership of 2,000 churches.
- This weekly email is interactive with links to stories and easy access to *The Alabama Baptist*'s social media sites.
- Ads are clickable and link directly to your own website.
- More than 8,000 recipients

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Email Advertising

- Highly targeted.
- Low cost.
- Effective.
The Alabama Baptist (TAB) is offering a limited offer of $50 per 30-second spot.

THREE WEEKLY PODCASTS

- **TAB Talks** — (Monday) radio show
- **TAB News** — (Wednesday) audio of that week’s issue
- **TAB Briefs** — (Friday) top three stories being followed that week

$900 for the full sponsorship of the entire show FOR AN ENTIRE MONTH with two promos – one 15-second spot at the beginning as the show sponsor and then a 30-second spot at the halfway point.

The podcast sponsor can either record the spot and send TAB a .wav or .mp3 file or can send TAB the script they would like (roughly 80 to 100 words) and TAB can record it for them (no extra charge).

Please see your TAB representative for available sponsorship dates and 30-second spots.
THE ALABAMA BAPTIST NEWSPAPER HAS BEEN A GOOD SOURCE OF CUSTOMERS FOR RELIABLE SIGN SERVICES. THERE ISN’T A WEEK THAT GOES BY THAT WE DON’T GET A FEW CALLS AND THEY’RE FROM ALL OVER THE STATE. IT HAS BEEN A GOOD WORKING RELATIONSHIP AND IT HAS DEFINITELY BEEN A BLESSING TO MY BUSINESS.

Dan Williams, President - Reliable Sign Services - reliablesigns.com

WE’VE ADVERTISED CONSISTENTLY IN THE ALABAMA BAPTIST FOR MORE THAN 8 YEARS BECAUSE IT GETS US RESULTS. PEOPLE TELL US THEY’VE SEEN OUR ADS IN BOTH THE PUBLICATION AND ON THE WEBSITE. WE APPRECIATE THE GREAT PARTNERSHIP WE’VE HAD WITH THE ALABAMA BAPTIST OVER THE YEARS.

Bucky Law, Owner - Transportation South - TheBusCenter.com