



MEDIA KIT 2021

TRUSTED SOURCE FOR INFORMATION FOR THE LARGEST CHRISTIAN DENOMINATION IN ALABAMA WITH MEMBERSHIP OF *MORE THAN 900,000.*

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.



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

VALUE OF THE ALABAMA BAPTIST

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
- 22% are ages 20–39
- 37% are ages 40–59
- 41% are ages 60+
- Annual giving for Cooperative Program and other church receipts for 2019 by Alabama Baptist churches is \$63,882,413.05.
- 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

How do we reach them?

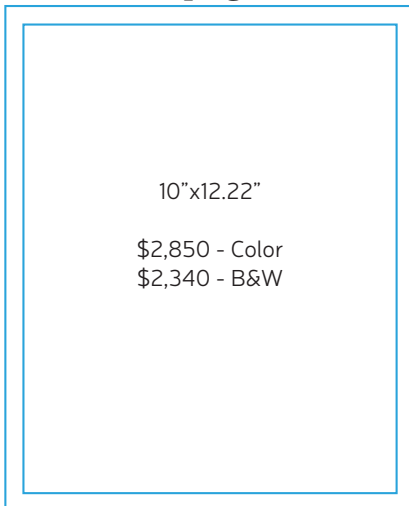


STATEWIDE READERSHIP

114,095

Display Advertising Sizes

Full-page ad



Half-page ad



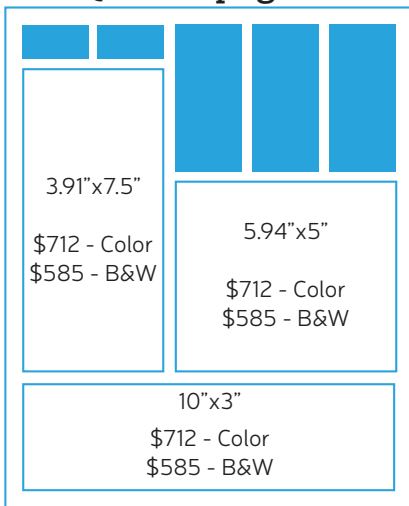
Print Ads

- 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.

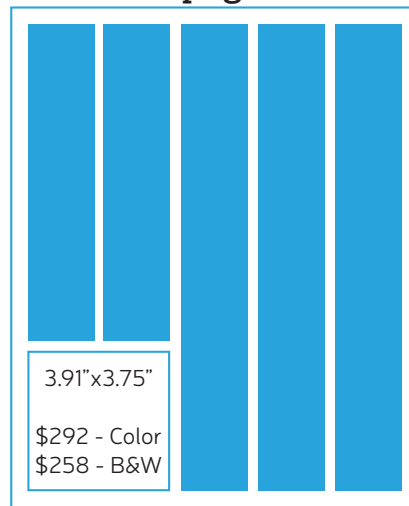
Classified

Classified Advertising is available for \$1 per word.

Quarter-page ad



1/8-page ad



WEB ADVERTISING

Three Unique Options

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

WIDE HORIZONTAL

Size: 730 W x 90 H pixels

Price: \$300/month

SIDEBAR PORTRAIT

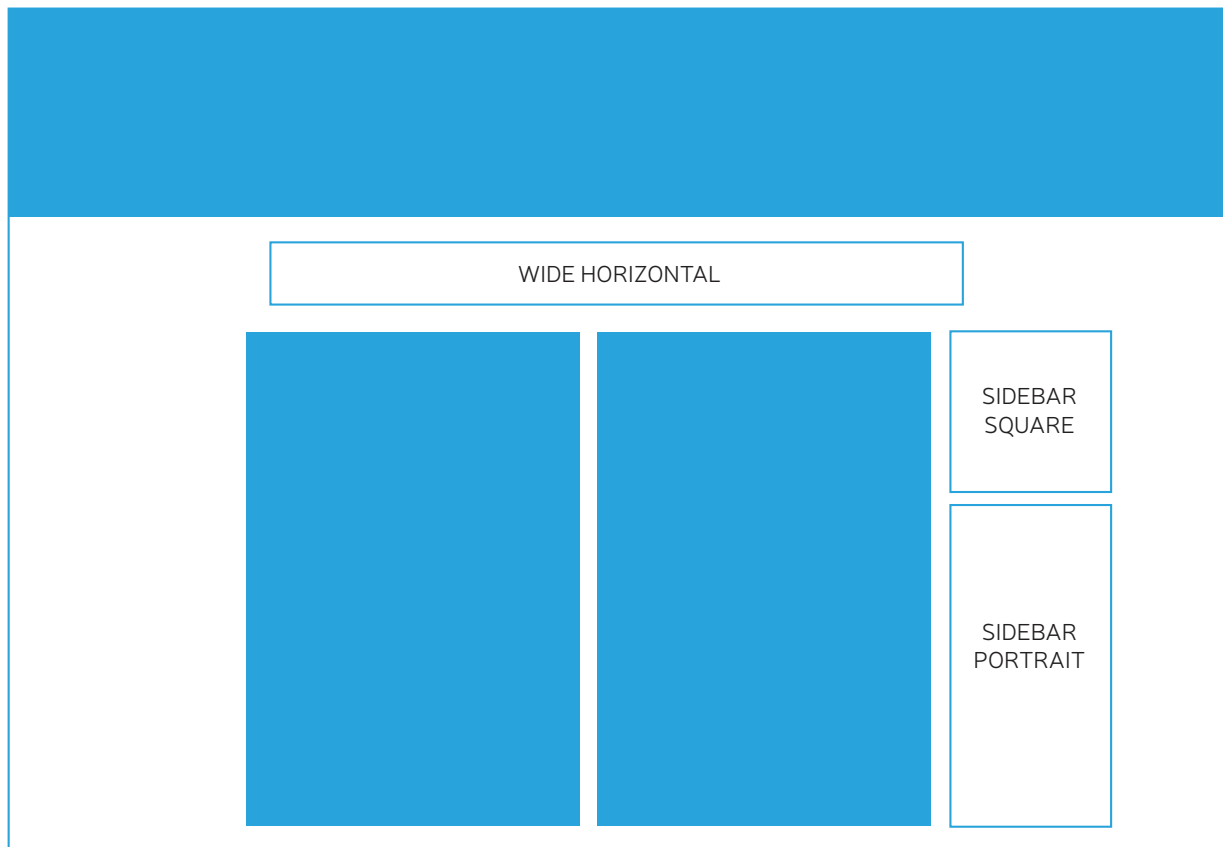
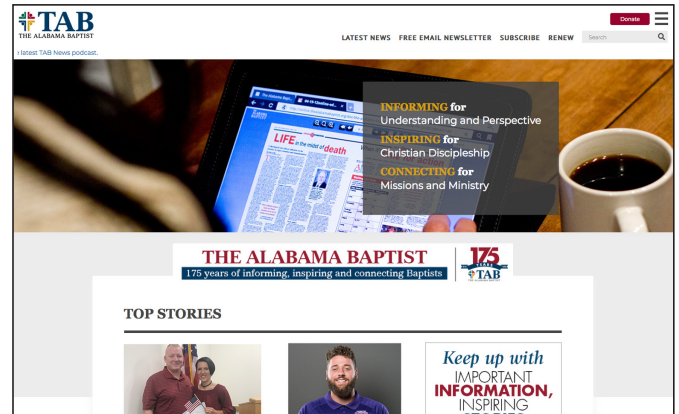
Size: 295 W x 590 H pixels

Price: \$200/month

SIDEBAR SQUARE

Size: 295 W x 295 H pixels

Price: \$150/month

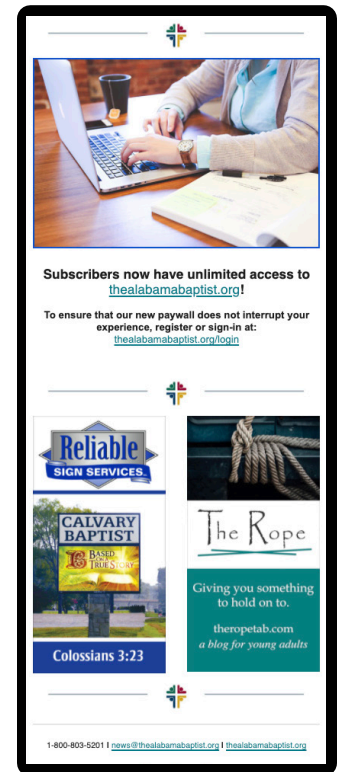


EMAIL ADVERTISING

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

	1-month	3-month	6-month	12-month
Frequency discounts		20%	30%	40%
TAB Preview vertical ad 600x1167 pixels	\$250	\$600	\$840	\$1,000



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.



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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

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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