



2012 Advertising Calendar

The Alabama Baptist publishes 50 weeks out of the year. The below dates represent advertising packages on specific topics. Advertising is accepted in all issues throughout the year as well. **Please note all ads are due two weeks before publication date.**

quarter 1

JANUARY

Jan. 5

Jan. 12

Church Camps and Retreats

Jan. 19

Church Resource Guide

Jan. 26

FEBRUARY

Feb. 2

Feb. 9

Spotlighting Christian Educational Choices

Feb. 16

Church Resource Guide

Feb. 23

MARCH

March 1

March 8

Travel for the Season: Spring (to include Gulf Coast Area)

March 15

Church Resource Guide

March 22

Easter Events and Programs

March 29

quarter 2

APRIL

April 5

Senior Resource Guide

April 12

April 19

Church Resource Guide

April 26

Mother's Day Gift Ideas

MAY

May 3

May 10

Experience the Great Smoky Mountains

May 17

Church Resource Guide

May 24

May 31

JUNE

June 7

June 14

June 21

Church Resource Guide

June 28

quarter 3

JULY

July 12

July 19

Church Resource Guide

July 26

AUGUST

Aug. 2

Aug. 9

Back to Campus

Aug. 16

Church Resource Guide

Aug. 23

Aug. 30

SEPTEMBER

Sept. 6

Sept. 13

Fall Events

Sept. 20

Church Resource Guide

Sept. 27

quarter 4

OCTOBER

Oct. 4

Senior Resource Guide

Oct. 11

Travel for the Season: Christmas

Oct. 18

Church Resource Guide

Oct. 25

NOVEMBER

Nov. 1

Nov. 8

Church Resource Guide

Nov. 15

Christian Evangelists & Entertainers (Convention Issue)

Nov. 22

Christmas Programs and Events

Nov. 29

DECEMBER

Dec. 6

Christian Publishers and Books

Dec. 13

Church Resource Guide

Dec. 20

Dec. 27

For information, contact Bill Gilmore, director of advertising at 250-870-4720, Ext. 107 or bgilmore@thealabamabaptist.org; Pam Holt, advertising account executive, at 205-870-4720, Ext. 113 or pholt@thealabamabaptist.org; or Susan Stevens, advertising sales representative, at 205-873-0505 or sstevens@thealabamabaptist.org.