

ADVERTISING

rates and information

THE ALABAMA BAPTIST

April 19, 2012
Vol. 177, No. 16

Reporting. Connecting. Inspiring.

Toll free 1-800-803-5201
www.thealabamabaptist.org

INSIDE



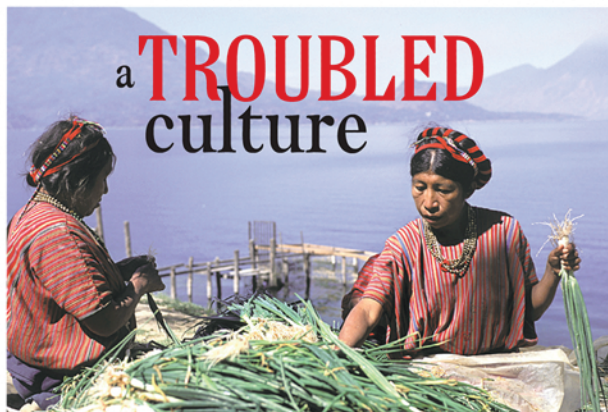
Masters winner Watson glorifies God in game, shares faith in Tweets
+ Page 3



Organ donation, transplantation provides gift of life
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Intense demonic battle meets gospel as believers live in shadows in Central Asia
+ Page 16



a TROUBLED culture

Mayan story about hopelessness of the people instead of 12-21-12, Baptist workers say

Because the ancient 5,125-year Mayan calendar will end on Dec. 21, 2012, global interest in Mayans has skyrocketed in recent years. Some New Age philosophers predict the beginning of a new era of enlightenment for mankind. Others say it's a countdown to the end of the world. Although many scholars dismiss these claims, tourists from around the globe are flocking to Mayan ruins in Latin America. The calendar itself has been the subject of many books, movies, news specials and college lectures.

But most Mayans aren't concerned about the calendar, according to Southern Baptists who work among Mayan people groups. The real Mayan story isn't about the calendar at all, they say. It's about the people.

Jeromino, for example, is one of nearly 5 million Mayan descendants living throughout Mexico, Guatemala, Honduras and Belize. He was an alcoholic before Southern Baptist workers with Guatemala's Tzuculuc Mam people group came with a message that changed his life.

Jeromino accepted Christ as his Savior, and soon his wife and children did the same. Later he started the first evangelical church in his community. Then he began sharing Christ and planting churches in other

villages. He also translated parts of the Bible and other Bible storying materials into the local language so others could hear the gospel.

Despite success stories like Jeromino's, many Mayans remain trapped in a spiritual darkness drawn from old traditions, said Gary Stone, Southern Baptist worker among the Tzuculuc Mam.

"The Tzuculuc Mam have always been known as a fierce and warlike people," Stone said. "Villages fought between each other and land wars are never ending. The culture is broken, and there is much darkness in daily life. Incest, stealing, lying, alcoholism, multiple partners, greed and other sins keep the Mam people in darkness."

Like many Mayan groups, the Mam cling to their heritage and live in small rural villages of between 50 to 100 families. They depend on



In the village of San Francisco, Guatemala, a Mayan woman weaves colorful cloth that will be used to make traditional clothing.

BAPTIST

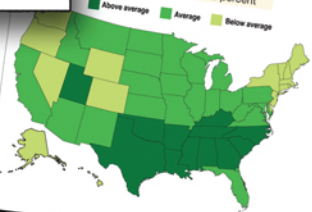
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are Americans RELIGIOUS?

Gallup Daily asked more than 350,000 adults in the U.S. and District of Columbia if religion was an important part of their daily life and how often they attended worship services. Below are the results of the survey.

10 most religious states	
Mississippi	59 percent
Utah	57 percent
Alabama	56 percent
Louisiana	54 percent
Arkansas	54 percent
South Carolina	54 percent
Tennessee	54 percent
North Carolina	52 percent
Georgia	50 percent
Oklahoma	48 percent

10 least religious states	
Vermont	23 percent
New Hampshire	23 percent
Maine	25 percent
Massachusetts	25 percent
Alaska	28 percent
Idaho	28 percent
Wyoming	30 percent
Washington	30 percent
Connecticut	30 percent
District of Columbia	31 percent



"People come in, maybe with a beer in their hand, or whatever. But we don't care. We want to share the gospel and meet people where they are at, just love on them."

THE ALABAMA BAPTIST

Reaching more than 200,000 weekly readers



senior lifestyles



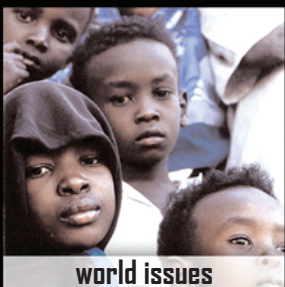
education



missions



teen culture



world issues



finances

Overview of *The Alabama Baptist*

The 170-year-old Alabama Baptist newspaper focuses on good news about people in the state while covering a variety of issues. As a trustworthy resource, our readers look to us to educate, inform and inspire them.

As an advertiser, partnering with ***The Alabama Baptist*** is one of the most effective ways for you to reach your customers. Our weekly readership exceeds 200,000.

Alabama Baptists comprise the largest Christian denomination in Alabama; therefore, advertising in this publication will give you the opportunity to reach this large consumer group. This means that your message will reach potential customers throughout Alabama who are stable, and often influential, decision makers in our society. Advertising in ***The Alabama Baptist*** offers an affordable way of marketing your product or service to a well-educated audience comprised primarily of homeowners with above-average income. The information below offers a brief glimpse of our market.

- ➔ ***The Alabama Baptist*** is an award-winning, 16- to 24-page, weekly newspaper with a direct-mailed subscriber base of 85,000 households. The paper has been selected as the Best Regional Christian Newspaper by Associated Church Press, Evangelical Press Association and Religion Communicators Council.
- ➔ Baptists comprise the largest Christian denomination in Alabama with membership of more than one million.
- ➔ The majority of the subscribers to ***The Alabama Baptist*** are members of the 3,200 Baptist churches in Alabama, although papers are sent to people all across the United States as well as around the world.
- ➔ ***The Alabama Baptist*** is published 50 times a year.

About our readers

- ➔ **Reader profile:**
 - 53 percent are female
 - 47 percent are male
 - 43 percent are ages 35–64
 - 54 percent are ages 65+
 - 94 percent are homeowners
 - 66 percent of readers surveyed have income levels above \$40,000
- ➔ The majority of subscribers to ***The Alabama Baptist*** have received the paper for more than 10 years.
- ➔ More than one-third surveyed said seeing an ad in their state Baptist paper increased the likelihood they would buy the product or service.
- ➔ More than 50 percent of readers surveyed said they spend at least 30 minutes reading the paper.
- ➔ Twenty-five percent of subscribers said they share their issues with non-subscribers. This indicates that there are more than 85,000 households receiving ***The Alabama Baptist***.

general ad information

→ Specs:

- Ads should be designed at print size with a resolution of at least **300 dpi**.
- Color ads must be CMYK. If the color black is used, it must be **100% black** (C=0%, M=0%, Y=0%, K=100%). **The Alabama Baptist cannot print four-color black.**
- Ads need to be saved in a PDF or TIFF format.

→ Ad deadlines:

- Camera-ready ads need to arrive no later than two weeks before publication date. Send to ads@thealabamabaptist.org and copy your sales representative.

→ Ad design:

- **The Alabama Baptist** can design your ad if needed.

→ Classified ads:

- Classified advertising is available in the Market Place section: Cost is **\$35.00 per ad** with a 26-word minimum. Any words over 26 will be **\$1.35 each**.

→ Web ads:

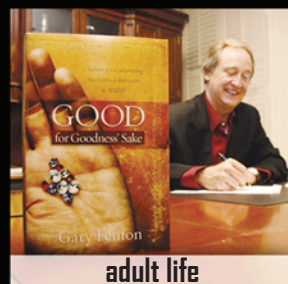
- Web advertising is available on **The Alabama Baptist Online**. Sizes include: large rotating ad (pixel size 168x328, 72 dpi): **\$200/month**; medium static ad (pixel size 168x270, 72 dpi): **\$150/month**; small static ad (pixel size 168x198, 72 dpi): **\$125/month**. These rates include linking advertiser's ad to their website.



real life issues



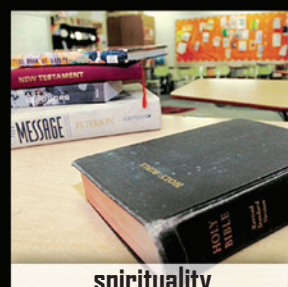
families and communities



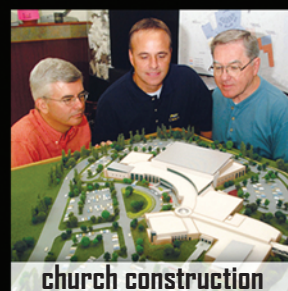
adult life



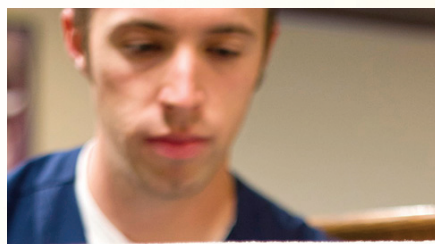
healthcare



spirituality



church construction



→ Ad pricing (net):

BLACK & WHITE

AD SIZE	1-3 RUNS	4-8 RUNS (10% discount)	9-12 RUNS (15% discount)	13-25 RUNS (20% discount)	26+ RUNS (25% discount)
60" (full-page)	\$3,900	\$3,510	\$3,315	\$3,120	\$2,925
30" (half-page)	\$1,950	\$1,755	\$1,657.50	\$1,560	\$1,462.50
20"	\$1,300	\$1,170	\$1,105	\$1,040	\$975
18"	\$1,170	\$1,053	\$994.50	\$936	\$877.50
15"	\$975	\$877.50	\$828.75	\$780	\$731.25
12"	\$780	\$702	\$663	\$624	\$585
10"	\$650	\$585	\$552.50	\$520	\$487.50
8"	\$520	\$468	\$442	\$416	\$390
6"	\$390	\$351	\$331.50	\$312	\$292.50
5"	\$325	\$292.50	\$276.25	\$260	\$243.75
4"	\$260	\$234	\$221	\$208	\$195
3"	\$195	\$175.50	\$165.75	\$156	\$146.25

→ Color rates:

GRAB SOME ATTENTION! In media such as newspapers, color is a dramatic success. A full-color ad doesn't just draw the reader's attention — it grabs it! Color boosts the in-depth reading of your ad compared to black and white ads by more than 60 percent. Color will help you maximize the return on your advertising investment. It's easy to see why adding color is one of the most powerful tools in print advertising.

	1-3 RUNS	4-8 RUNS (10% discount)	9-12 RUNS (15% discount)	13-25 RUNS (20% discount)	26+ RUNS (25% discount)
Full color	\$299	\$269	\$254.15	\$239.20	\$224.25

Color by the inch: \$8.50 per column inch based upon availability.
All rates net.

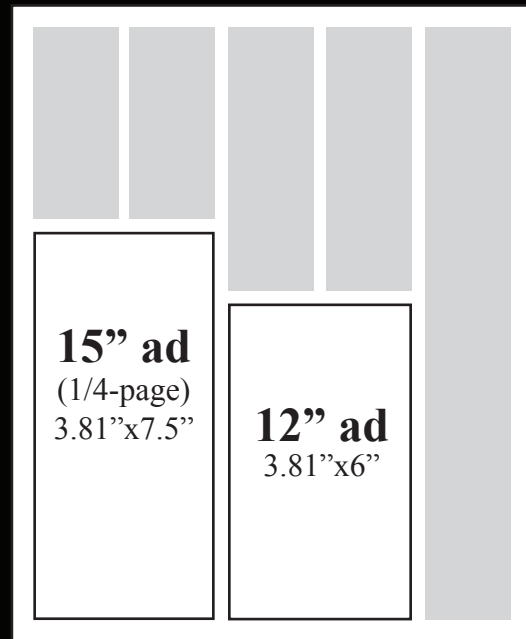
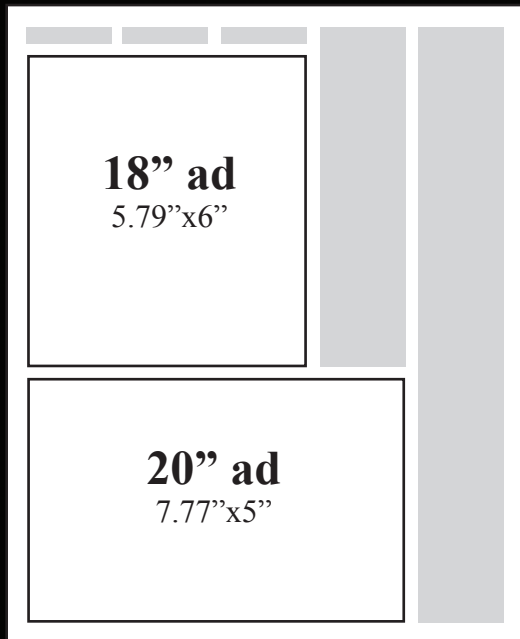
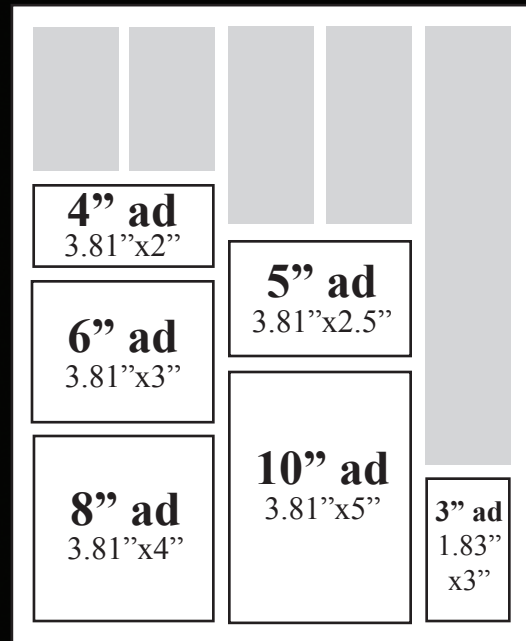
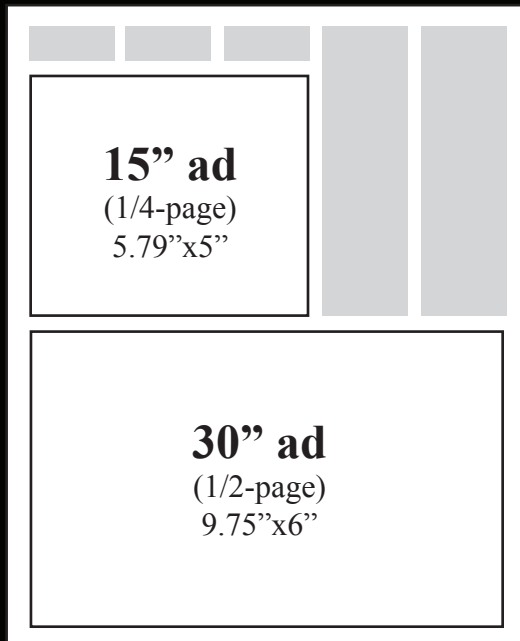
**ALL AD PRICES ARE PER RUN. COLOR RATES
ARE SUBJECT TO COLOR AVAILABILITY.**

→ National Commissionable rates 15%

BLACK & WHITE

AD SIZE	1-3 RUNS	4-8 RUNS (10% discount)	9-12 RUNS (15% discount)	13-25 RUNS (20% discount)	26+ RUNS (25% discount)
60" (full-page)	\$4,590	\$4,131	\$3,901.50	\$3,672	\$3,442.50
30" (half-page)	\$2,295	\$2,065.50	\$1,950.75	\$1,836	\$1,721.25
20"	\$1,530	\$1,377	\$1,300.50	\$1,224	\$1,147.50
18"	\$1,377	\$1,239.30	\$1,170.45	\$1,101.60	\$1,032.75
15"	\$1,147.50	\$1,032.75	\$975.38	\$918	\$860.63
12"	\$918	\$826.20	\$780.30	\$734.40	\$688.50
10"	\$765	\$688.50	\$650.25	\$612	\$573.75
8"	\$612	\$550.80	\$520.20	\$489.60	\$459
6"	\$459	\$413.10	\$390.15	\$367.20	\$344.25
5"	\$382.50	\$344.25	\$325.13	\$306	\$286.88
4"	\$306	\$275.40	\$260.10	\$244.80	\$229.50
3"	\$229.50	\$206.55	\$195.08	\$183.60	\$172.13
Color rates	\$351.85	\$316.67	\$299.07	\$281.48	\$263.89
Color by the inch	\$10	\$10	\$10	\$10	\$10

The Alabama Baptist uses a five-column format. Here are some common sizes:



(Full-page ad size is 9.75"x12.25")



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