# ADVERTISING

## rates and information

THE ALABAMA BAPTIST

*The most widely circulated state Baptist newspaper in America*

senior lifestyles

education

missions

teen culture

world issues

finances

# Overview of *The Alabama Baptist*

The 167-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. Because the paper is valued by our readers and is shared with others, our 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 subscriber base of 94,500 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

- **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 94,500 households** receiving ***The Alabama Baptist.***
- **Reader profile —** 47 percent are male; 53 percent are female; 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.

"If ye continue in my word, then ... ye shall know the truth, and the truth shall make you free." — John 8:31-32

# general ad information

## Ad pricing:

| AD SIZE | 1–3 RUNS | 4–8 RUNS (10% discount) | 9–12 RUNS (18% discount) | 13–25 RUNS (25% discount) | 26+ RUNS (33% discount) |
|---|---|---|---|---|---|
| **60”** (full-page) | $3,600 | $3,240 | $2,952 | $2,700 | $2,412 |
| **30”** (half-page) | $1,800 | $1,620 | $1,476 | $1,350 | $1,206 |
| **20”** | $1,200 | $1,080 | $984 | $900 | $804 |
| **18”** | $1,080 | $972 | $885 | $810 | $723 |
| **15”** | $900 | $810 | $738 | $675 | $603 |
| **12”** | $720 | $648 | $590 | $540 | $482 |
| **10”** | $600 | $540 | $492 | $450 | $402 |
| **8”** | $480 | $432 | $394 | $360 | $321 |
| **6”** | $360 | $324 | $295 | $270 | $241 |
| **5”** | $300 | $270 | $246 | $225 | $201 |
| **4”** | $240 | $216 | $197 | $180 | $160 |
| **3”** | $180 | $162 | $148 | $135 | $120 |

## Color rates:

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

**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 (18% discount) | 13–25 RUNS (25% discount) | 26+ RUNS (33% discount) |
|---|---|---|---|---|
| $299 | $269 | $245 | $225 | $199 |

## 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 saved in a PDF or TIFF format.

## Ad deadlines:

- Camera-ready ads that already have space reservations need to arrive by mail no later than three weeks before publication date.
- If sending electronically, 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 Web site.

real life issues

families and communities

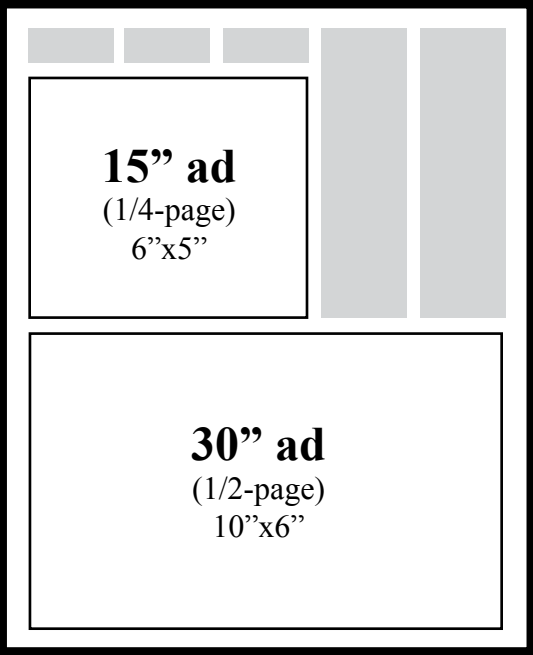
adult life

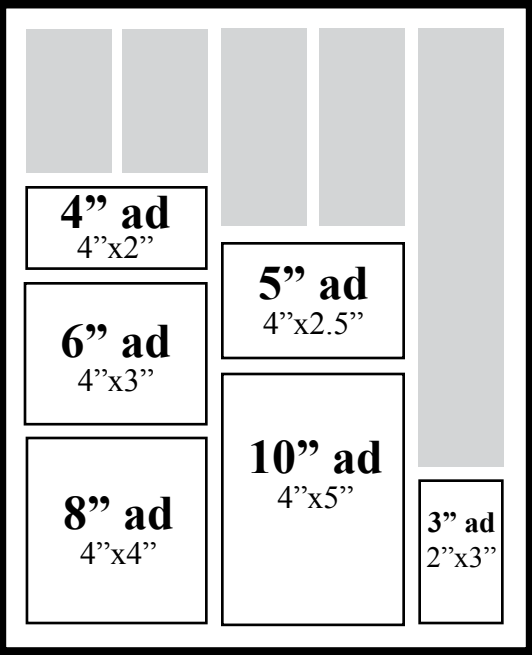
healthcare

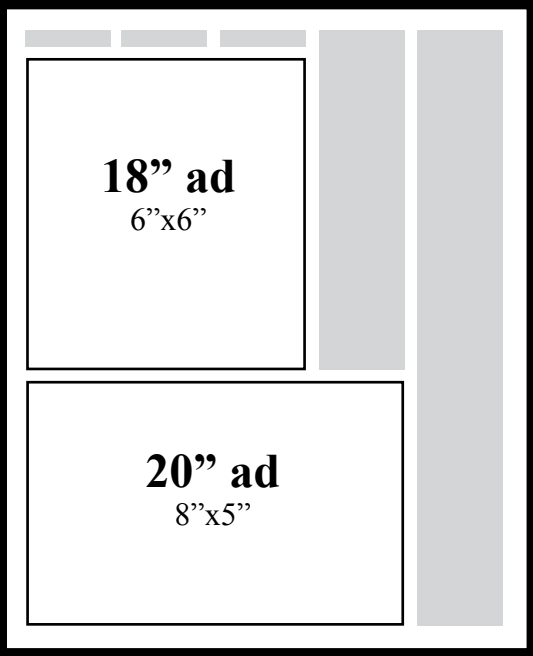
spirituality

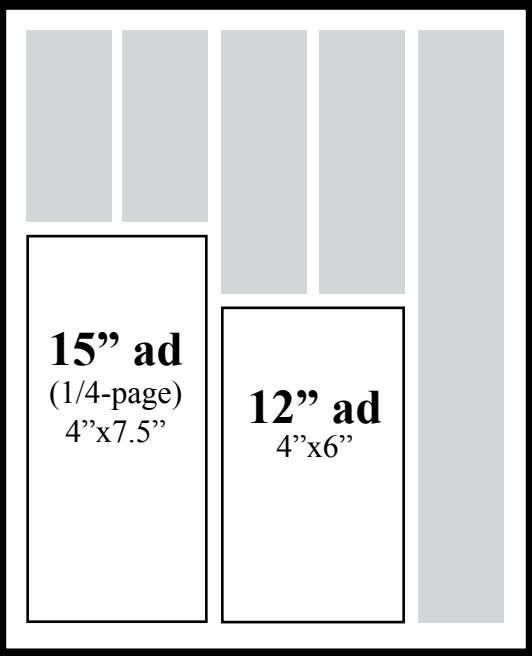
church construction

***The Alabama Baptist*** **uses a five-column format (one column = 2”). Here are some common sizes:**




**(Full-page ad size is 10”x12.25”)**

## contact *The Alabama Baptist*

3310 Independence Drive, Birmingham, AL 35209

205.870.4720, Ext. 102
1.800.803.5201 (in-state)
205.879.6026 (fax)

ads@thealabamabaptist.org
www.thealabamabaptist.org