

Reach **92,000** Subscribers and **3,500** Churches Across Alabama

1/8-page ad \$450 (free color) 2"W x 7.5"H 4"W x 3.75"H	1/4-page ad \$900 (free color) 6"W x 5"H 4"W x 7.5"H	1/2-page ad \$1,800 (free color) 10"W x 6"H	full-page ad \$3,600 (free color) 10"W x 12.25"H
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The Alabama Baptist newspaper will feature

"Back to Campus"

advertising package August 11, 2011

What is the "Back to Campus" Advertising Package?

The Alabama Baptist's "Back to Campus" advertising package is a section that will feature Christian colleges, universities and back to school activities.

Why should your educational institution advertise?

Alabama Baptists comprise the **largest Christian denomination** in Alabama with membership of more than one million people. Therefore advertising in our paper will give your business the opportunity to reach this large consumer group. The reader profile for this 168-year-old paper is: 47% male, 53% female. The majority of subscribers have been receiving their paper for more than **20 years** and a readership survey revealed that more than 50% of the readers say they spend at least 30 minutes reading the paper.

Whom will it reach?

This supplement will be part of the regular weekly paper, which goes to more than **92,000 households** and **3,500 churches** across the state.

What is the cost for this advertising package?

The cost for running in this special advertising supplement is dependent on the size of the advertising inches purchased. There is an automatic **cost savings of \$299**, because there is no charge for color in this package. Ad sizes and prices can be found in the enclosed *Advertising Rates and Information* brochure or e-mail attachment.

How can your educational institution advertise?

You can become one of the featured advertisers in the "Back to Campus" advertising package by contacting James Plunkett at **205-747-0564** or jplunkett@thealabamabaptist.org.

Dates to remember

Issue date — August 11
Advertising deadline — July 29
Camera-ready ads due — July 29

Press date — August 5
Payment due — July 29

