

Advertising
Rates for

2002



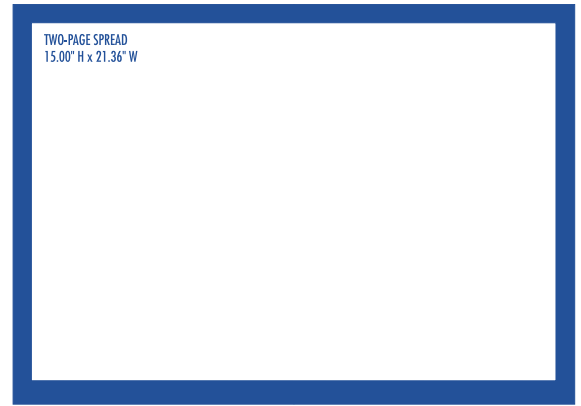
INSIGHT FOR FAITHFUL LIVING

DENOMINATIONAL & COMMERCIAL

- Display Advertising
- Wraps and Inserts
- Pre-printed Inserts
- Webpage Advertising
- Classified Advertising

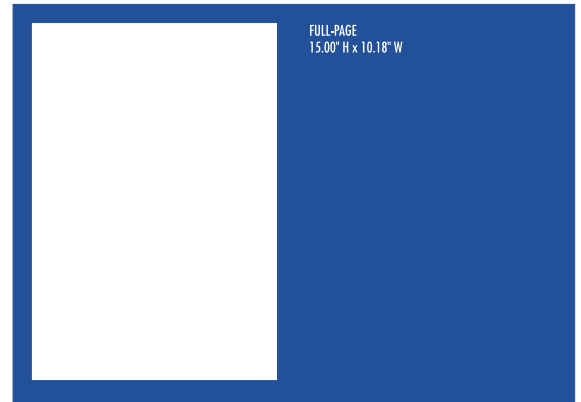
DENOMINATIONAL RATES

Two-page spread	15.00" H x 21.36"W	30.0" x 10 col.	\$ 6,750.00
Full page	15.00" H x 10.18" W	15.0"x 5 col.	3,375.00
Half-page horizontal	7.50" H x 10.18" W	7.5" x 5 col.	2,063.00
Half-page vertical	9.50" H x 8.11" W	9.5" x 4 col.	2,063.00
Quarter-page horizontal	6.50" H x 6.04" W	6.5" x 3 col.	1,365.00
Quarter-page vertical	9.50" H x 3.97" W	9.5" x 2 col.	1,045.00
Eighth-page horizontal	3.00" H x 6.04" W	3.0" x 3 col.	765.00
Eighth-page vertical	4.50" H x 3.97" W	4.5" x 2 col.	675.00
Sixteenth-page horizontal	2.00" H x 3.97" W	2.0" x 2 col.	360.00
Sixteenth-page vertical	4.50" H x 1.9" W	4.5" x 1 col.	338.00
One column inch	1.00" H x 1.9" W	1.0" x 1 col.	90.00



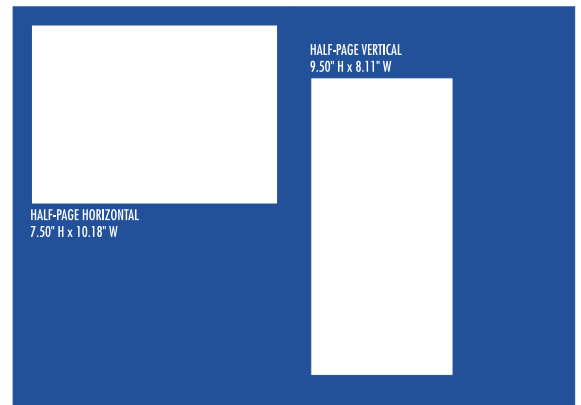
COMMERCIAL RATES

Two-page spread	15.00" H x 21.36"W	30.0" x 10 col.	\$ 9,750.00
Full page	15.00" H x 10.18" W	15.0"x 5 col.	4,875.00
Half-page horizontal	7.50" H x 10.18" W	7.5" x 5 col.	2,812.00
Half-page vertical	9.50" H x 8.11" W	9.5" x 4 col.	2,812.00
Quarter-page horizontal	6.50" H x 6.04" W	6.5" x 3 col.	1,755.00
Quarter-page vertical	9.50" H x 3.97" W	9.5" x 2 col.	1,425.00
Eighth-page horizontal	3.00" H x 6.04" W	3.0" x 3 col.	900.00
Eighth-page vertical	4.50" H x 3.97" W	4.5" x 2 col.	810.00
Sixteenth-page horizontal	2.00" H x 3.97" W	2.0" x 2 col.	440.00
Sixteenth-page vertical	4.50" H x 1.9" W	4.5" x 1 col.	405.00
One column inch	1.00" H x 1.9" W	1.0" x 1 col.	110.00



FREQUENCY DISCOUNTS

1 Time	0%	Advertising placed for frequency discounts requires a contract prior to publication. It applies when the same ad is repeated during the contract period.
3 Times	3%	
6 Times	6%	
12 Times	10%	
24 Times	15%	
32 Times	20%	Discounts are posted at the end of the contract period.
32+ Times	25%	

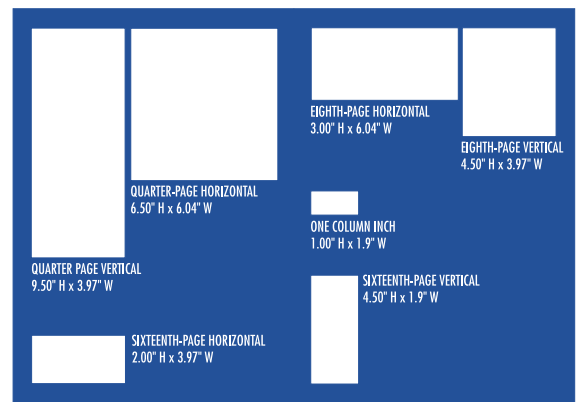


AD PLACEMENT

Special placement of an ad on the back page of the Standard is available for an additional five percent. Other ads will be placed throughout the publication.

CLASSIFIED ADVERTISING

One of the most popular pages in the Baptist Standard is the classified advertising section. Classified advertising is sold by the word. The per word rate is \$2.65. Call George Henson to place an ad or to ask questions. 1.800.749.4610, extension 11.



RUN OF THE PRESS INSERTS AND WRAPS

Prices for special inserts and wraps are based on the full run of the Standard (approximately 132,000). In addition to the choices offered in paper stocks, a variety of ink combinations from four-color process to basic black may be used based on your budget. Other quantities and special mailing requirements also are available by request. Advertisers may use the full run of the Standard or only a part of the weekly mailing selected by geographical regions of the state.

	Full Run		Partial Run
	Base Price	Additional 1,000s	Add \$500 Setup Fee (Prices are per 1,000)
30# Newsprint			
4 colors on two sides	\$13,700.00	\$44.00	\$85.00
4 colors on 1 side; 2 colors on the other	13,200.00	41.00	78.00
2 colors on 2 sides	11,200.00	38.00	72.00
1 color on 2 sides (black ink only)	10,200.00	32.00	60.00
32# Newsprint			
4 colors on two sides	\$14,200.00	\$48.00	\$90.00
4 colors on 1 side; 2 colors on the other	13,700.00	44.00	83.00
2 colors on 2 sides	11,700.00	41.00	77.00
1 color on 2 sides (black ink only)	10,700.00	35.00	65.00
50# White Book Stock			
4 colors on two sides	\$18,300.00	\$62.00	\$115.00
4 colors on 1 side; 2 colors on the other	17,800.00	58.00	109.00
2 colors on 2 sides	17,000.00	55.00	103.00
1 color on 2 sides (black ink only)	16,000.00	49.00	90.00
60# White Book Stock			
4 colors on two sides	\$18,800.00	\$65.00	\$120.00
4 colors on 1 side; 2 colors on the other	18,300.00	61.00	114.00
2 colors on 2 sides	17,600.00	58.00	108.00
1 color on 2 sides (black ink only)	16,600.00	52.00	95.00

PRE-PRINTED INSERTS

Inserts are a cost-effective way to distribute a variety of printed materials to Baptist Standard readers. The range goes from single-page fliers to multi-page brochures. Insertion prices are based on per-thousand rate with a 2,000 minimum. Items for insertion can be targeted to specific counties (associations) and subscribing churches. Additionally, inserts can be targeted to pastors only, if requested. Items for insert must be approved for compatibility with our inserting equipment. Generally, items must be no larger than 8" by 10". Single sheets must be printed on 70# text weight paper stock or heavier.

Less than .5 ounce	\$42.50/M
.5 to 1 ounce	52.50/M
1 to 2 ounces	62.50/M
2 to 3 ounces	72.50/M
More than 3 ounces	92.50/M

STANDARD WEBPAGE ADVERTISEMENT

The Baptist Standard webpage address is www.baptiststandard.com. The page is updated each Friday with content from the printed edition of the Baptist Standard for that week. The page is enriched each week by additional columns and information not found in the printed edition. We accept advertisements in several forms including stand-alone banners, box ads, and rotating banner formats. Ads are sold on a monthly basis.

Exclusive top-page banner	\$800 per month
Rotating banner (3 maximum)	\$250 per month
Box ads (72 pixels square)	\$100 per month

Specifications – Banner ads are 650 pixels wide and 60 pixels deep. Prices are based on completed artwork supplied by the advertiser. In-house production of web graphics by the Baptist Standard will be billed at \$100 per hour. Web ads should be at the Baptist Standard five working days prior to insertion date.

GENERAL INFORMATION

Newspaper Profile

The Baptist Standard reaches Texas Baptist ministerial and lay leaders with news of people and events that offer insight for faithful living. The *Baptist Standard* is a not-for-profit corporation and does not receive Cooperative Program funds from the Baptist General Convention of Texas.

Circulation

Every BGCT church pastor receives each issue of the *Baptist Standard*. Our readership surveys also show readership includes a high percentage of lay leadership in the churches. Printed/mailed average weekly circulation is approximately 132,000.

Reader Profile

- Pastors of Texas Baptist churches
- Professional church staff members
- Statewide Baptist leadership
- Men and women church volunteer leaders
- Church deacons
- Active lay people
- Southern Baptist Convention leadership
- Cooperative Baptist Fellowship leadership
- Southern Baptists of Texas leaders

Publication Schedule

The Standard is published on Monday of each week with the exception of the week of July 4 and the last week in December.

Credit & Agency of Record

New accounts must complete a credit application prior to placing advertising. Agencies contracted to place advertising for both denominational and commercial clients must complete an Agency of Record Agreement.

Deadlines

Material for publication is due at 12 noon 10 working days prior to the Monday publication date. Because of the limited space available for advertising, reservations for space are strongly recommended.

Cancellation

Notice of the cancellation of a scheduled ad or a change to the scheduled run date for an ad must be received in writing at the Standard before the material deadline. Ads canceled after the material deadline will be billed at the original price ordered.

Liability

The Baptist Standard is liable for error of our composition only to the extent of credit or correct rerun of the ad or affected portion. Credit is allowed for the first insertion only. Notice of error must be given in time for the correction to be made in a subsequent issue.

Discount Contracts

A signed contract specifying the insertion dates and ad size is required before an advertiser can qualify for the frequency or bulk discounts noted on the rate sheet. The rates specified apply only when the number of contracted insertions is reached by the advertiser within the contract period. Discounts are posted at the end of the contract period.

Ad Content Approval

All ads and inserts are subject to final approval by the editor. All decisions are final.

Additional Charges

There is no charge for straightforward ad composition and camera work. However, additional time required for complicated composition or additional camera work to modify the ad will be billed in addition to placement rates.

Billing & Commissions

All rates are net; advertising agencies must add commission to quoted rates. Credit may be granted on approved accounts only. All advertising must be paid in advance until an account has been established.

Special Inserts & Wraps

Because the Standard is published on a high-speed web offset press, we offer a variety of economical special sections. These special sections can either be run in the center or as

wraps around the outside of the publication. Special sections can be printed on newsprint or uncoated bright white book-paper stock. We offer a variety of ink and printing options to fit your needs. For specifications not listed on the chart, prices will be quoted. All designs must meet postal requirements.

Production Requirements

Black & White – Ads may be submitted as camera-ready copy, negatives, PMT, Velox, or black and white slicks. Negatives should be right reading, emulsion side down. Halftones should be 100-line screen. Ads submitted as data form on storage media (floppies, Zip, CD, etc.) must be accompanied by a printout version. We will pass on any additional charges from the printer required to make the ad ready for printing.

Color – Advertisers using four-color process for ads are strongly urged to provide composite film separations specified for web-printed newsprint. An 85-line screen is recommended and a 100-line screen is maximum. The recommended ink density is 260.

Borders – A border is required on all display advertising. Ads which do not have borders will be reduced in size, if necessary, to accommodate a border. Bleed pages are not available.

Spot & Process Color Charges – Ads requiring spot color will be billed at an additional 10 percent. Four-color process will be billed at an additional 20 percent.

Mechanical Specifications

The Baptist Standard is printed on web offset in a tabloid format (print area is 10.2 inches wide by 15.5 inches long). It is printed on 30# newsprint. The page format is five columns; each column is 1.9 inches wide (11p5).

- One column – 1.9 inches (11p5)
- Two columns – 3.97 inches (23p10)
- Three columns – 6.04 inches (36p3)
- Four columns – 8.11 inches (48p8)
- Five columns – 10.18 inches (61p1)

SALES AND SERVICE

Individual Contacts

Doug Hylton (Ext. 22)
David Clanton (Ext. 15)
Linda Majors (Ext. 18)
Sandra Miles (Ext. 16)
George Henson (Ext. 11)

Mailing Address

Baptist Standard
Advertising Department
Post Office Box 660267
Dallas, Texas 75266-0267

Street Address

Baptist Standard
2343 Lone Star Drive
Dallas, Texas 75212-6304

Telephone

214.630.4571
800.749.4610

Fax

214.638.8535

E-Mail

bapstand@baptiststandard.com



www.baptiststandard.com