

Editorial Dates for

2002

For the first time, we are pleased this year to offer an editorial calendar for our advertisers. By providing several special focus topics throughout the year we hope both our readers and advertisers will benefit from the exchange. Each editorial focus issue will offer advertisers an opportunity to present their messages directly to our readers. Topics will be supported by news stories related to the topic.

- February 4 **Family Life Issue**
This issue presents some of the services and resources available for families seeking recreational and vacation opportunities that may be shared by both children and adults.
- March 10 **Church Resources Issue**
This issue features the services available specifically for the special needs of churches and ministry organizations.
- August 26 **Spiritual Growth Issue**
This issue features the wide range of resources available for church leaders and lay people for spiritual growth and Christian living.
- November 4* **Pre-Convention Issue**
This issue is popular among exhibitors to promote booths at the Baptist General Convention of Texas (BGCT) annual convention. The issue will feature news stories about anticipated issues of the annual meeting.
- November 11* **Convention Issue**
Our most popular issue for advertisers! This issue is distributed free of charge at the BGCT annual session and features news stories related to the convention messengers.
- November 18* **Convention Report Issue**
This issue receives high readership because of its reporting on the convention annual sessions. News stories detail the actions and reactions to the annual session.
- November 25 **Institutional Ministry Support**
This issue urges financial support for the broad array of Texas Baptist ministries located all over our state. Ministries include childcare, healthcare, educational, and eldercare institutions.

* Advertising in these three issues will be offered at a special package rate to be announced in September.



Street Address: Baptist Standard, 2343 Lone Star Drive, Dallas, Texas 75212-6304
Mailing Address: Baptist Standard, Advertising Department, Post Office Box 660267, Dallas, Texas 75266-0267
Telephone: 214.630.4571, 800.749.4610
Fax: 214.638.8535
E-Mail: bapstand@baptiststandard.com