



Standard Facts for Pastors

1. **Cooperative Program giving increases when church members read the Standard.** The 2001 records show as the percentage of people in a church who receive the Standard increases, the gifts to the Cooperative Program budget also increases.
2. **The Baptist Standard gets no funding from the Cooperative Program.** The Baptist General Convention of Texas elects the Standard's board, but the Standard operates on advertising, subscriptions, and endowment.
3. **The Baptist Standard helps build and preserve our Baptist identity.** Baptist Standard readers support their local churches with their presence, service, and financial stewardship.
4. **The Baptist Standard is the most widely read state paper in the nation.** The Standard publishes 50 times a year. We do not publish during the week of July the fourth and Christmas. Issues are dated on Monday. Our circulation is about 130,000, plus more than 10,000 weekly at our website, www.baptiststandard.com.
5. **The Standard is a newspaper, not a newsletter.** A newsletter publishes information that is promotional. Newspapers, at their best, publish the full range of news, along with editorial comment in order to inform and encourage dialogue among its readers. That's what we are mandated to do in each issue.
6. **The Standard is a bargain.** Our special church rate for subscriptions is \$9.25 for 50 issues. Single copies cost only 18.5 cents each, and that includes printing and mailing, a small price for weekly contact with each of you a four-page tabloid in two colors. Call David Clanton at (800) 749-4610 Ext. 15 for samples and prices.
9. **Send it by the bundle.** Although church members are more likely to read the Standard when it is delivered to their homes, we also mail the Standard by the bundle. A bundle of 50 Standards costs \$8.50 per week. This is a good way to share the Standard with people touched by your church ministries.
10. **New churches get it free.** Through a cooperative arrangement we have with the BGCT, we will send the Standard to every member of a new church or mission during its first year, free of charge.