

# Editorial Dates for 2003

We are pleased to offer an editorial calendar again this year for our advertisers. By setting aside special dates during the year, we hope both our advertisers and our readers will benefit from the exchange of new ideas and services advertisers offer our readers. As an added incentive for advertisers, each editorial focus issue will offer discounted rates for both denominational and commercial display advertising. Advertisers in the category will receive 25 percent discounts in these special issue dates.

February 24

## Christian Higher Education

Texas Baptists have a long commitment to higher education expressed in multiple choices of schools and geographic locations in the state. Choosing a college is an important decision in the life of high school students and their families.

March 24

## Resources for Churches

There is an ever-growing marketplace of resources for both lay people and church leaders. Discovering a new idea that matches the needs of a church can stimulate interest and revitalize any congregation no matter what size.

April 21

## Spiritual Growth

Finding resources that nurture growth in the spiritual lives of church members is an ongoing challenge for church leaders. Knowing what is available is an important first step to accessing services and resources.

November 3\*

## Pre-Convention Issue

This issue is popular among exhibitors to promote booths at the Baptist General Convention of Texas. The convention meets in Lubbock this year. This issue of the Standard features news stories about anticipated issues of the annual meeting.

November 10\*

## Convention Issue

Our most popular issue for advertisers! This issue is distributed free of charge at the annual meeting of the convention. It features news stories related to the convention messengers and the convention's agenda.

November 17\*

## Convention Report Issue

Because of reports of the actions of the annual convention, this issue receives high readership. News stories detail the actions and reactions to the decisions made at the convention.

December 8

## Institutional Ministry Support

As the year draws to an end, Texas Baptist institutions remind Baptist Standard readers about their ministries in hopes of attracting much needed financial support. Texas Baptist 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.*



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