

Newsletter Service

For most churches, the church newsletter is the most important communication tool for staying in touch with members and friends. Your newsletter not only communicates important information about church programs and events; it also ensures continuing contact with the church. To your readers, your church newsletter is a window into the life of your church.

The Standard's Church Newsletter Service is designed to support the communication needs of your church. By combining your church newsletter with the Baptist Standard, your church provides your members and prospects with local news as well as news with a broader scope that inspires, equips, and empowers.

Benefits That Make a Difference

- Staff time savings
- Fast turnaround
- Economical printing
- Bar-code addressing
- Quality paper stock
- E-mail transfer
- Training opportunities

Special Subscription Rates

Churches combining their newsletters with the Standard pay our lowest subscription rate of \$11.00 per subscription, or about 22 cents per issue of the Standard. This price is added to the cost of newsletter production, based on the option you choose.

Service Benefits

Our greatest supporters are church support staff who no longer must spend time publishing and distributing the church newsletter. By allowing us to do what we do best, your church staff members or volunteers are free to do other ministries with their time. Our experienced staff takes on the work of printing, labeling, folding, and mailing your newsletter with the Baptist Standard each week, every two weeks, or monthly—the schedule is up to you.

Fast Turnaround

We are equipped to offer fast turnaround to accommodate almost any production schedule. You can send your newsletter at the beginning of the week of publication, and we'll print and mail it that same week. Our goal is to mail every newsletter by Wednesday for delivery into the mailboxes of your members by Saturday.

Formats

The size of your newsletter can change from week to week to fit the amount of news you have. Your church can produce your

newsletter on a single sheet (8.5" x 11") or double-size sheet size (11" x 17"). Both are printed on quality white 70# paper stock. You also can choose to use a pre-print of your own design or use one of the formatted shells we provide.

Spot Color

We now offer spot-color at no additional charge. This feature gives you the option of adding a second ink color to your newsletter for design impact and emphasis. Now you can change type color, add screens, and incorporate color outlines and boxes into your design. That means a more professional look for your newsletter. Call for instructions on how to submit your newsletter using the spot color option.

Computer Software

We support the most popular publication software, including Microsoft Publisher, Quark Express, PageMaker, and Word. We also support most printing fonts. We encourage churches to send their newsletters to us using Adobe Acrobat PDF format, but we also can receive it by e-mail, modem to modem, computer fax, or to our FTP site.

Comparing Costs

To see the cost-benefit for your church, you should consider the entire process of producing your newsletter. In addition to the staff time, you need to add all the costs:

- Paper stock
- Duplication ink or toner
- Wear on the copier
- Wear on the folding machine
- Cost of labels
- Costs of tabs or staples
- Mailing costs
- Preparation of mailing forms
- Delivery & pickup

Choose An Option That Fits Your Church's Needs & Budget

Letter size (8.5" x 11")

This is our most economical newsletter service. Your newsletter will be printed on 8.5" x 11" sheets, and you have the option of printing on one or both sides. After printing, your newsletter will be inserted into the Baptist Standard and addressed to your members and friends. Newsletters are printed on 70# white paper stock.

Tabloid size (11" x 17")*

This service is based on using 11" x 17" sheets. This offers your church the options of two 8.5" x 11" pages or the full-sized tabloid as the Standard uses. Your church can choose the traditional four-page newsletter format or use the full vertical sizes of the tabloid

Quantity	8.5" x 11"		11" x 17"		
	One side	Both sides	One side	Both sides	Double
51-100	30.00	60.00	66.00	128.00	250.00
151-200	41.00	68.00	71.00	135.00	265.00
251-300	47.00	71.00	76.00	142.00	280.00
351-400	52.00	75.00	82.00	149.00	295.00
451-500	57.00	78.00	87.00	156.00	310.00
551-600	63.00	82.00	92.00	164.00	325.00
651-700	68.00	86.00	98.00	171.00	340.00
751-800	74.00	89.00	103.00	178.00	355.00
851-900	79.00	93.00	108.00	185.00	370.00
951-1000	84.00	96.00	113.00	192.00	385.00
1,051-1,100	90.00	100.00	119.00	200.00	400.00
1,151-1,200	95.00	104.00	124.00	207.00	415.00
1,251-1,300	101.00	107.00	129.00	214.00	430.00
1,351-1,400	106.00	111.00	135.00	221.00	445.00
1,451-1,500	111.00	114.00	140.00	228.00	460.00

* The U.S. Postal Service requires that the Baptist Standard's banner be displayed at the top of any page wrapped around the outside of the Standard. Ask about our pre-printed shells.



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