

Baptist Standard

get inspired / informed / engaged

2010

ADVERTISING RATES, POLICIES & SERVICES

Display Advertising

Classified Advertising

Web Site Advertising

FirstLook Email Advertising

Pull-Out Sections

Pre-Printed Inserts

E3: Enhanced Electronic Edition



SCHEDULE OF BASE B&W ADVERTISING RATES

color rates add 20%, frequency discounts available

VERTICAL SIZE	1 COLUMN (1.66 in.)	2 COLUMNS (3.62 in.)	3 COLUMNS (5.58 in.)	4 COLUMNS (7.54 in.)	5 COLUMNS (9.5 in.)
1	\$61.00	\$122.00	\$183.00	\$244.00	\$305.00
1.5	\$91.50	\$183.00	\$274.50	\$366.00	\$457.50
2	\$122.00	\$244.00	\$366.00	\$488.00	\$610.00
2.5	\$152.50	\$305.00	\$457.50	\$610.00	\$762.50
3	\$183.00	\$366.00	\$549.00	\$732.00	\$915.00
3.5	\$213.50	\$427.00	\$640.50	\$854.00	\$1,067.50
4	\$244.00	\$488.00	\$732.00	\$976.00	\$1,220.00
4.5	\$274.50	\$549.00	\$823.50	\$1,098.00	\$1,372.50
5	\$305.00	\$610.00	\$915.00	\$1,220.00	\$1,525.00
5.5	\$335.50	\$671.00	\$1,006.50	\$1,342.00	\$1,677.50
6	\$366.00	\$732.00	\$1,098.00	\$1,464.00	\$1,830.00
6.5	\$396.50	\$793.00	\$1,189.50	\$1,586.00	\$1,982.50
7	\$427.00	\$854.00	\$1,281.00	\$1,708.00	\$2,135.00
7.5	\$457.50	\$915.00	\$1,372.50	\$1,830.00	\$2,287.50
8	\$488.00	\$976.00	\$1,464.00	\$1,952.00	\$2,440.00
8.5	\$518.50	\$1,037.00	\$1,555.50	\$2,074.00	\$2,592.50
9	\$549.00	\$1,098.00	\$1,647.00	\$2,196.00	\$2,745.00
9.5	\$579.50	\$1,159.00	\$1,738.50	\$2,318.00	\$2,897.50
10	\$610.00	\$1,220.00	\$1,830.00	\$2,440.00	\$3,050.00
10.5	\$640.50	\$1,281.00	\$1,921.50	\$2,562.00	\$3,202.50
11	\$671.00	\$1,342.00	\$2,013.00	\$2,684.00	\$3,355.00
11.5	\$701.50	\$1,403.00	\$2,104.50	\$2,806.00	\$3,507.50
12	\$732.00	\$1,464.00	\$2,196.00	\$2,928.00	\$3,660.00
12.5	\$762.50	\$1,525.00	\$2,287.50	\$3,050.00	\$3,812.50
13	\$793.00	\$1,586.00	\$2,379.00	\$3,172.00	\$3,965.00

PREFERRED PLACEMENT

Advertisements will be placed throughout the publication. Special placement is only available on the back page of the Standard for an additional five percent more than the published column-inch rate.

CLASSIFIED ADVERTISING

Classified advertising is one of the most popular sections in the paper. Classified advertising is sold at \$2.65 per word.

SPECIAL PULL-OUT SECTIONS

Special center-spread sections are available to advertisers for a higher profile in the paper. Prices are based on the full run of the Standard. Additional copies of the section without the Standard are available when ordered at the time of printing. We offer a choice of two paper stocks and ink combinations, from four-color process to spot color with black ink. Advertisers may use the full run of the Standard or a segment of more than 3,000 for targeted placement.

	Base Price	Additional 1,000s
32# Newsprint (Standard)		
4 ink colors on two sides	\$12,000.00	\$175
2 ink colors on two sides	10,500.00	165
1 ink color on two sides	9,500.00	150
60# White Book Stock		
4 ink colors on two sides	\$12,500.00	\$175
2 ink colors on two sides	11,000.00	165
1 ink color on two sides	10,000.00	150



The Baptist Standard Delivers Prized Audiences

Baptist Standard Publishing offers valuable exposure for your brand message to a range of highly-prized audiences -- traditional families, educated professionals, middle- and senior- adults with disposable income, pastors and clergy professionals, core lay leaders who make church purchasing decisions, generous donors to Christian and other humanitarian causes, Christian men and women, and key influencers for college enrollment.

So when you seek new markets for increasing sales of books or music, church insurance, software or furnishings, men's and women's conferences and products, tourism and travel destinations, healthcare products or college recruitment, the Baptist Standard can deliver audiences with vast purchasing power. Your multichannel message can reach these audiences in print and online ads, inserts and interactive advertising in our E3 enhanced electronic edition.

As a 120-year veteran newsjournal serving 2.3 million Texas Baptist church leaders and members in 5,600 congregations, the Standard has earned a sterling reputation for providing news, inspiration and information with integrity and excellence, providing a highly trusted and credible context for your brand message.

FREQUENCY DISCOUNTS

Advertising placed for frequency discounts requires a contract prior to publication. Discounts are posted at the end of the contract period. The Standard will be published 27 times in 2010.

1 Time	0%
3 Times	5%
7 Times	10%
14 Times	15%
20 Times	20%
27 Times	25%

PRE-PRINTED INSERTS

Inserts offer advertisers the benefit of a clean, well-qualified list, lower postage rate than direct mail, and the credible context of a trusted newsjournal. We offer both a non-profit and a for-profit rate for inserts. Inserts can be placed in full run of press, a pastor-targeted list, or by geographic associations with a minimum of 2,000 pieces required.

Items for insertion may be single sheets, folded or multiple panels, and must be no larger than 7.5" x 10" in finished size. Samples must be submitted prior to acceptance of order. We offer printing services for clients who want assistance in producing their materials for insertion.

Non-Profit Rate	\$ 115/ Thousand
For-Profit Rate	\$ 170/ Thousand

FULL PAGE

13.0" H x 5 Columns
(13.0" H x 9.5" W)

HALFPAGE

7.0" H x 5 Columns
(7.0" H x 9.5" W)

QUARTER PAGE

6.0" H x 3 Columns
(6.0" H x 5.58" W)

EIGHTH PAGE

6.0" H x 2 Columns
(6.0" H x 3.62" W)

SIXTENTHPAGE

4.5" H x 2 Columns
(4.5" H x 3.62" W)

2010 PUBLICATION DATES

January 4	May 10	September 13
January 18	May 24	September 27
February 1	June 7	October 11
February 15	June 21	October 25
March 1	July 5	November 1
March 15	July 19	November 8
March 29	August 2	November 15*
April 12	August 16	November 29
April 26	August 30	December 13

* BGCT Annual Meeting issue

WEB & ELECTRONIC ADVERTISING

Baptist Standard Publishing offers several options for advertising online and through electronic editions.

www.BaptistStandard.com

Our web site delivers 32,000 impressions a week by approximately 8,000 unique visitors. Various sizes of banner ads and video ads are available on a weekly basis. Currently, a purchased web ad appears on all pages of our site.

E3 Enhanced Electronic Edition

The E3 enhanced electronic edition delivers all the design and content of our print news journal in an electronic viewer that flips pages, zooms to magnify, and includes video, audio and hyperlinked enhancements. For a modest per feature fee, the E3 enables our print advertisers to enhance their ads with hyperlinks to their web sites, embedded video players and podcasts.

FirstLook Email News Brief

Banner ads may be placed in our FirstLook push-email that in 2010 will be used to periodically inform approximately 7,000 readers of selected news items.

SPECIFICATIONS & RATES

Ad	Size	Rate/Wk.
Large web banner	468 x 60 px	\$ 225
Large side box ad	120 x 600	250
Medium side box ad	120 x 200	100
Large bottom banner	468 x 60	125
FirstLook large banner	468 x 60	100
FirstLook side box	120 x 200	75
Video ad on web or E3	3:00 min. max	250

POLICIES AND PRACTICES

Newspaper Profile

The Baptist Standard is published bi-weekly (27 times a year) in the tabloid format. Established in 1888, the Standard is a not-for-profit corporation associated with the Baptist General Convention of Texas. We are self-sustaining and have our own board of directors. The Standard is sustained by advertising, subscriptions, and the financial support of Baptist donors.

Audience Description

The Baptist Standard is published bi-weekly for pastors, church staff, and active lay leaders in

Texas Baptist churches as well as for administrators in all Texas Baptist institutions. Texas Baptists number more than 2.3 million in total membership with more than 5,600 active churches and missions. Texas Baptists have eight universities, three theological schools, four child care homes (including Buckner International, with more than 30 facilities across the state), five retirement facilities, and five hospitals.

Publication Schedule

The Standard is published bi-weekly on Mondays except in late October and November, when it is published for four consecutive weeks. The finished page size is 16.25" high x 11.5" inches wide. Several signatures are printed in four-color process in each issue.

Advertising Policy

Advertising policies of the Baptist Standard shall reflect the high standards, which Texas Baptists expect of their publication. The advertising shall be an extension of Baptist Standard services to the denomination, to the churches and to members of the churches and to agencies, institutions and organizations supported through the Baptist General Convention of Texas.

Editorial hyperlinks to external web sites or resources are provided solely for news value as a service to our readers and cannot be purchased by advertisers. Standards for advertising will be as high as if publication of the ad carried endorsement of the paper (*continued on next page*)

POLICIES AND PRACTICES (Continued)

although no such endorsement is intended or implied by such publication.

Advertising shall be accepted that is supportive of and not in direct competition with denominational programs. Advertising by or in behalf of churches shall be limited to cooperating Baptist churches.

The Baptist Standard reserves the right to reject or cancel any advertising for any reason at any time, including but not limited to any advertisement which in the opinion of the Baptist Standard does not conform to the editorial or graphics standards or the purpose of the publication.

The editor and others of the staff will use their best judgment so as to maintain integrity of the Baptist Standard in the implementation of this policy.

The Baptist Standard reserves the right to place the words "advertisement" or "paid advertisement" or other identifying terms on any advertisement.

The Baptist Standard will accept paid classified advertising by churches seeking staff and by people seeking ministerial and other positions with churches, but such advertising will be limited to basic information concerning position and person without adjectives. There shall not be advertising of evangelists seeking engagements, funds, etc. Advertising of evangelistic crusades shall be confined to those in which Baptist churches are participating.

No church bond issue shall be advertised when the amount, plus any current debt of the church, exceeds three times the church's income for the previous year. Additionally, the Standard shall be cautious in advertising companies offering bonds.

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 in the publication date for an ad must be received in writing at the Standard before the material deadline. Ads cancelled 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 rates 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 within the contract period. Discounts are posted at the end of the contract period.

Content Approval of Ads

All display ads, classified listings, inserts, and web advertisements are subject to final approval by the editor. All decisions are final.

Design Changes

There is no charge for straightforward ad composition and preparation. However, additional time required for complicated composition or computer time to modify the ad for printing must be paid in advance until an account has been established. The rate for graphic design is \$100 per hour.

Billing and Commissions

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

Specifications

BLACK & WHITE –When possible, ads should be sent as PDF documents either online or on other storage media. Files sent in data form in PDFs should be press optimized in composite grey scale files with all fonts imbedded. We must pass additional charges from our printer required to make them ready for printing.

COLOR –Advertisers are encouraged to deliver ads in data form; PDF files are preferred. They should be press optimized in composite form for CMYK. Fonts should be imbedded.

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.

COLOR CHARGES – Four-color process will be billed at an additional 20 percent to published rates.

Mechanical Specifications

The Baptist Standard is printed on a non-heat set offset web in the tabloid format. The print area is 9.5 inches wide by 13.0 inches high. It is printed on 32# newsprint. The page format is five columns; each 1.66 inches wide.

- One column – 1.66 inches
- Two columns – 3.62 inches
- Three columns – 5.58 inches
- Four columns – 7.54 inches
- Five columns – 9.5 inches

SERVICE CONTACT INFORMATION

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