

# The Alabama Baptist

Toll free 800-803-5201  
www.thealabamabaptist.org

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Informing. Inspiring. Connecting.

## INSIDE



Trauma in America: second in a series

♦ Pages 6-7



Annual deacons retreat set for Aug. 13-14

♦ Page 14



Shirley Springs hosts first day camp

♦ Page 17

"After this I looked, and behold, a great multitude that no one could number, **FROM EVERY NATION, FROM ALL TRIBES AND PEOPLES AND LANGUAGES**, standing before the throne and before the Lamb, clothed in white robes, with palm branches in their hands."

## REVELATION 7:9

### Global missionary partners vital to Revelation 7:9 vision

**G**lobal mobilization — seeking out partnerships beyond the borders of the U.S. — is crucial to the Revelation 7:9 vision and reaching the 1.4 billion people who live daily without Christ.

The International Mission Board defines a global missionary partner as a national church partner based overseas who is fully bonded through a church, a network of churches or a formal consortium.

said IMB President Paul Chitwood. "They are the fruit that remains from 175 years of work. We want to work with those partners and help them send their own missionaries."

#### Learning from partners

As the IMB continues to seek global partnerships, IMB teams also learn from their partners, said Amanda Dierperis, IMB director of globalization.

# MEDIA KIT 2022

FOR MORE REVELATION 7:9 STORIES, SEE PAGES 8-10.



# TRUSTED SOURCE FOR INFORMATION FOR THE LARGEST CHRISTIAN DENOMINATION IN ALABAMA WITH MEMBERSHIP OF *MORE THAN 900,000.*

## OVERVIEW OF THE ALABAMA BAPTIST (TAB)

### *About us*

- 179-year-old newspaper focusing on good news about people in the state of Alabama while covering a variety of issues:

- Culture
- Education
- Religion in America
- Health Care
- Families and Communities
- Alabama Church Life
- Finances
- Senior Lifestyles

- Paid subscriptions delivered each week by the USPS.
- An award-winning publication that has been recognized as the Top Regional Christian Newspaper in the nation 15 times over. Organizations that have awarded TAB top honors are below.



# VALUE OF THE ALABAMA BAPTIST

## *Who do we reach?*

- Key consumer groups, business owners and church leadership (there are more than 3,000 Baptist churches in Alabama)
- 104,772 readers
- 41,909 paid subscribers
- 48.9% of readers have purchased a subscription for 15 or more years
- 21.1% of readers have been subscribers for 5 to 15 years

## *Who are our readers?*

- 53% are female
- 47% are male
- 94% are homeowners
- 43% have incomes of \$80,000 or more
- 22% are ages 20–39
- 37% are ages 40–59
- 41% are ages 60+
- The Alabama Baptist churches gave \$62,826,431.51 to the Cooperative Program and other missions and ministry organizations in 2020.

## *How do we reach them?*

- Weekly print issue mailed directly to subscribers' homes
- Digital issues
- Social media
- Highlights thrice weekly news email
- Podcasts
- App
- Website
- Events
- Special issue publications
- The Weekly for the visually and print impaired



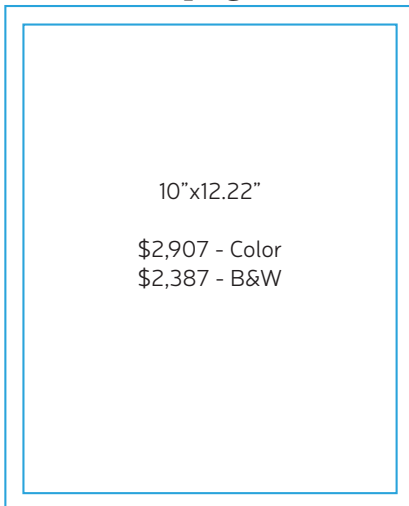


# STATEWIDE READERSHIP

# 104,772

## Display Advertising Sizes

### Full-page ad



### Half-page ad



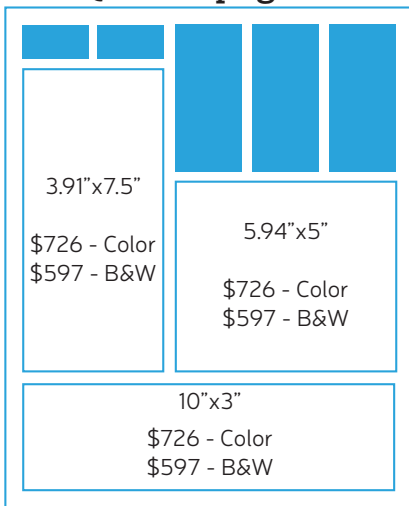
### Print Ads

- All ad prices are per run.
- Color rates are subject to color availability.
- Advertising space is limited in each issue, and placement based upon purchase date.

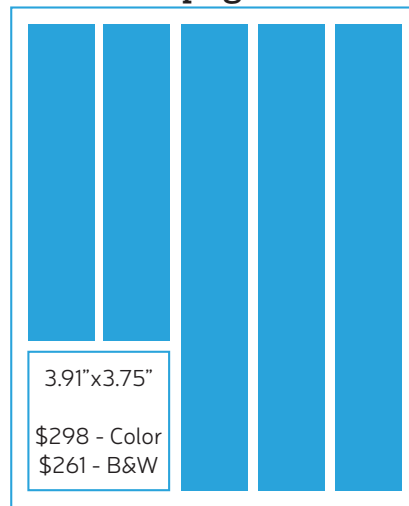
### Classified

Classified advertising is available for \$1 per word.

### Quarter-page ad



### 1/8-page ad



Ad rates subject to change

## Three Unique Options

- More than **100,000** page views on our website **each month**
- Ads are **clickable and link** directly to your own website.
- Chose between three sizes — **wide horizontal**, **sidebar square** and **sidebar portrait**.

### WIDE HORIZONTAL

Size: 1460 W x 180 H pixels

Price: \$300/month

### SIDEBAR PORTRAIT

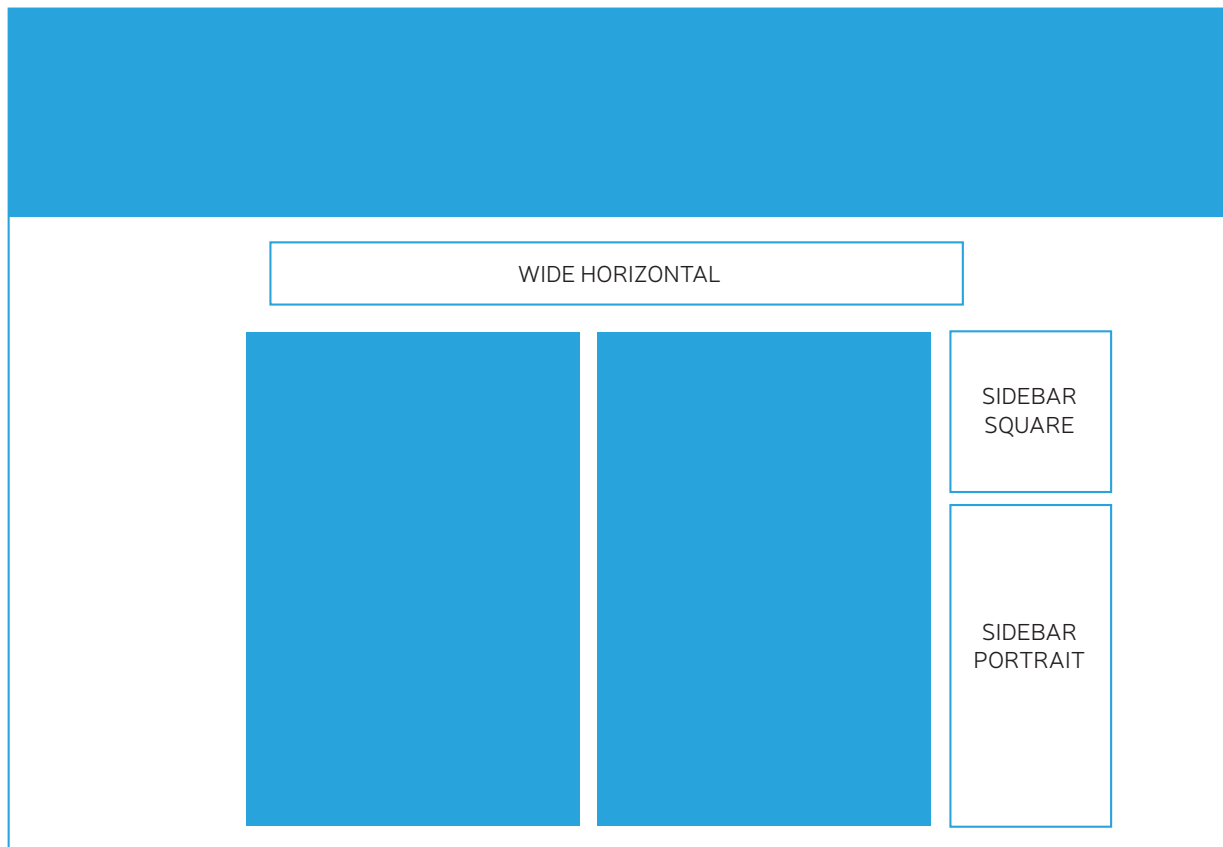
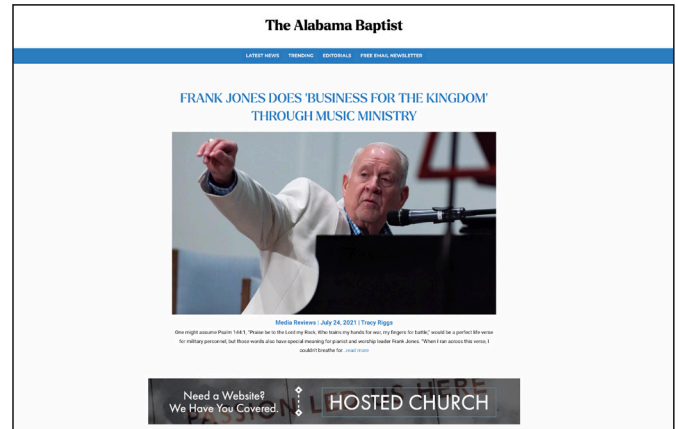
Size: 590 W x 1180 H pixels

Price: \$200/month

### SIDEBAR SQUARE

Size: 590 W x 590 H pixels

Price: \$150/month



# EMAIL ADVERTISING

## Highlights

- Highlights provides a sneak preview of the weekly stories featured in The Alabama Baptist and The Baptist Paper.
- This thrice weekly email is interactive with links to stories and easy access to The Alabama Baptist's and The Baptist Paper social media sites.
- Ads are **clickable and link** directly to your own website.
- Nearly 8,400 recipients

Monday	Wednesday	Friday
\$50/run	\$50/run	\$50/run

## Digital Edition

- Weekly email clickable PDF version of that week's issue.

### The Baptist Paper

Tuesday - \$50/run

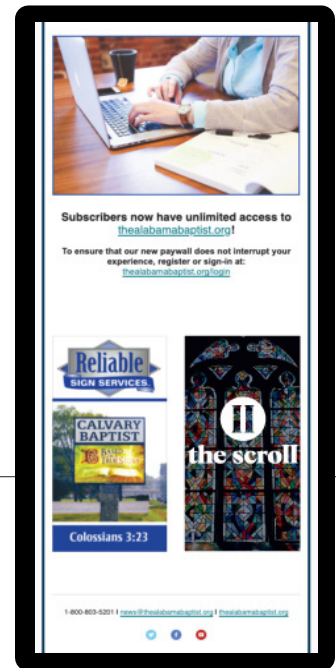
### The Alabama Baptist

Thursday - \$50/run

## Pastor Connections

- Bi-monthly email newsletter that encourages and resources pastors

Tuesday - \$100/run



Highly targeted.  
Low cost.  
Effective.

## TAB Media Group is offering a limited offer of \$50 per 30-second spot.

### TWO WEEKLY PODCASTS

- **AMPLIFY** — (Monday) Weekly conversations about life and faith
- **THE WEEKLY** — (Wednesday) audio of that week's issue

## Stories

Episodic storytelling released in seasons on consecutive Fridays



### \$1,000 for the full sponsorship

of the entire episode with two promos - One - 1 minute Pre-roll ad as the show sponsor and then a 2 minute Mid-roll ad.

The podcast sponsor can either record the spot and send TAB a .wav or .mp3 file or can send TAB the script they would like (roughly 80 to 100 words) and TAB can record it for them (no extra charge).

### Individual Ad spots

Mid-roll ad - \$500 - 2 minutes

Mid-roll ad - \$250 - 1 minute

Please see your ad representative for available sponsorship dates and 30-second spots.





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**THE ALABAMA BAPTIST NEWSPAPER HAS BEEN A GOOD SOURCE OF CUSTOMERS FOR RELIABLE SIGN SERVICES. THERE ISN'T A WEEK THAT GOES BY THAT WE DON'T GET A FEW CALLS AND THEY'RE FROM ALL OVER THE STATE. IT HAS BEEN A GOOD WORKING RELATIONSHIP AND IT HAS DEFINITELY BEEN A BLESSING TO MY BUSINESS.**

Dan Williams, President - Reliable Sign Services - [reliablesigns.com](http://reliablesigns.com)

“

**WE'VE ADVERTISED CONSISTENTLY IN THE ALABAMA BAPTIST FOR MORE THAN 8 YEARS BECAUSE IT GETS US RESULTS. PEOPLE TELL US THEY'VE SEEN OUR ADS IN BOTH THE PUBLICATION AND ON THE WEBSITE. WE APPRECIATE THE GREAT PARTNERSHIP WE'VE HAD WITH THE ALABAMA BAPTIST OVER THE YEARS.**

Bucky Law, Owner - Transportation South - [TheBusCenter.com](http://TheBusCenter.com)