

MEDIA KIT 2024

Your advertising options with TAB Media Group

The Alabama Baptist



The Baptist Paper



Digital only



The Alabama Baptist

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

Overview of The Alabama Baptist

About us

The Alabama Baptist is the largest-circulated newspaper in the state.

• 181-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 every other 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)
- 93,933 readers
- 36,465 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

- The Alabama Baptist churches gave \$66,038.839.27 to the Cooperative Program and other missions and ministry organizations in 2022.

How do we reach them?

- Print edition mailed directly to subscribers' homes
- Digital edition
- Social media
- Email newsletters
- Podcasts
- App
- Website
- Events
- Special edition publications



STATEWIDE READERSHIP

93,933

Display Advertising Sizes

Full-page ad

9.75"x11.97"

\$2,994 - Color
\$2,458 - B&W

Half-page ad

9.75"x6"

\$1,497 - Color
\$1,229 - B&W

Quarter-page ad

3.81"x7.5"

\$747 - Color
\$614 - B&W

5.79"x5"

\$747 - Color
\$614 - B&W

9.75"x3"

\$747 - Color
\$614 - B&W

1/8-page ad

3.81"x3.75"

\$350 - Color
\$300 - B&W

Print Ads

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

Classified

Classified advertising is available for \$1 per word.

Spotlight Sponsor

The Spotlight Sponsor is featured on the front page with a one sentence description. Cost is \$100.



Ad rates subject to change

Website Advertising

Three Unique Options

- More than **45,000** 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

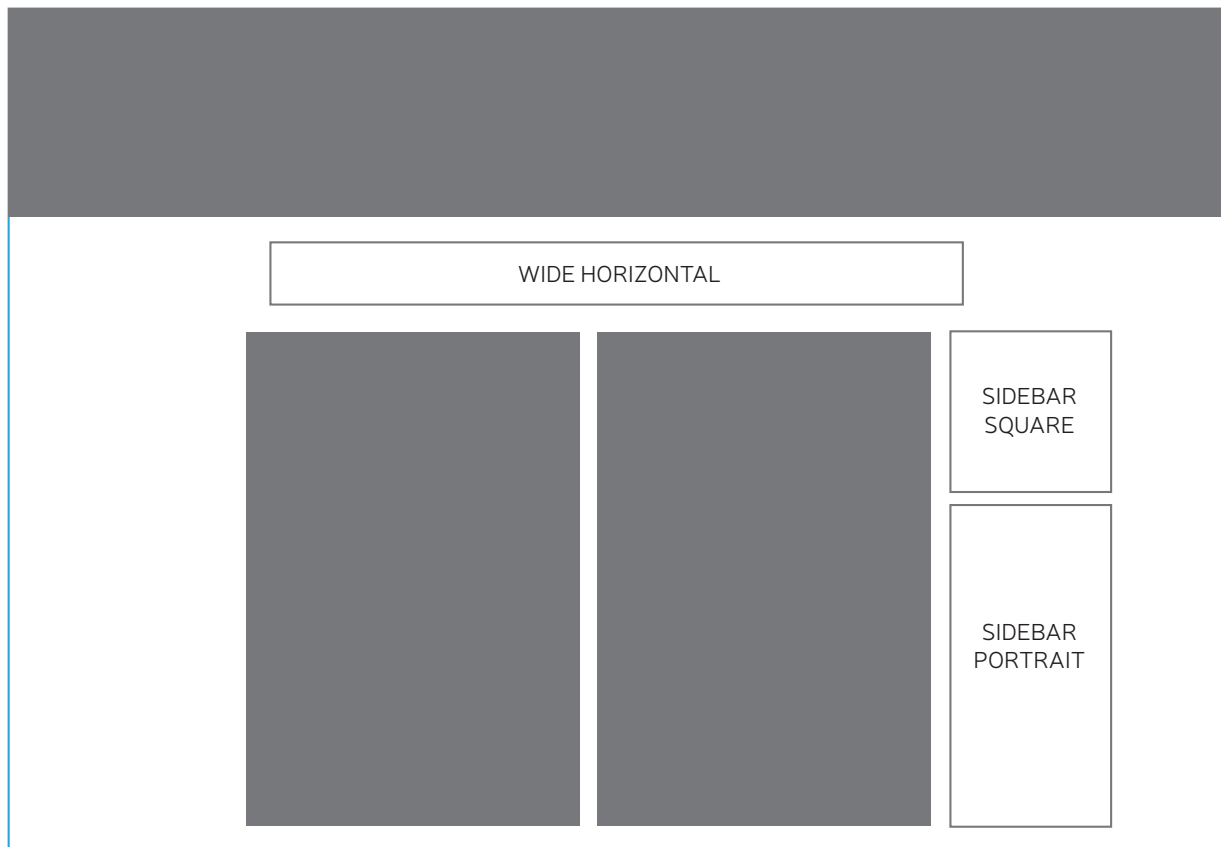
Size: 1460 W x 180 H pixels
Price: \$350/month

SIDEBAR PORTRAIT

Size: 590 W x 1180 H pixels
Price: \$250/month

SIDEBAR SQUARE

Size: 590 W x 590 H pixels
Price: \$200/month



Digital Edition Ads

Weekly Digital Edition Email Ed

- Clickable PDF version of current edition
- Ads are **clickable and link** directly to your own website
- More than 3,500 recipients and growing
- Distributed on Thursdays at noon
- Dimensions: 600w x 1167h pixels

\$65/run

Online Classifieds

Online Classifieds

- More than 3,000 page views/month
- Unlimited word count
- Option to share to TAB's Facebook page, which has more than 12,000 followers
- Get started at tabonline.org/classifieds

\$9.99/month



The Baptist Paper

Overview of The Baptist Paper

About us

The Baptist Paper is the best of what you remember about your state Baptist paper. Sent directly to homes every other week, The Baptist Paper is a sister print publication of The Alabama Baptist and provides coverage for Baptists across the nation by partnering with editors from each state. The Baptist Paper is an uplifting, encouraging resource that gives you a boost of energy, a shot of grace and truth with compassion.

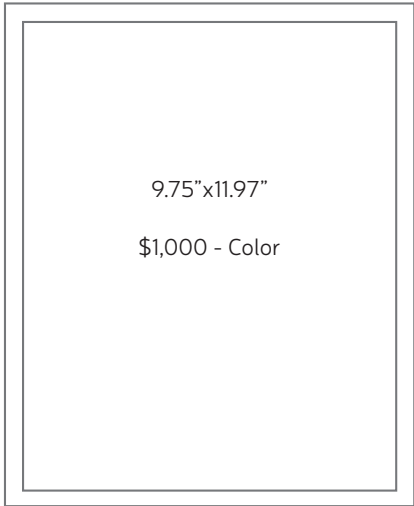
Content

- News from churches and denominational entities across the nation
- News from Baptist life
- Legislative and court efforts on issues important to the faith community
- Practical, Christ-centered resources for family life
- Inspiration and tips for deeper growth in Christ
- Stories of persecution, missions work and church ministries
- Sunday School commentaries

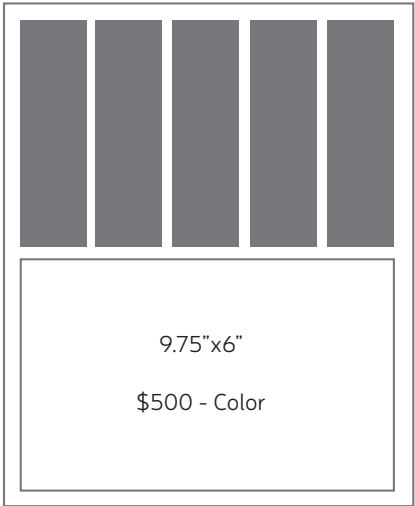


Print Advertising

Full-page ad



Half-page ad



Print Ads

- All ad prices are per run.
- Advertising space is limited in each issue, and placement based upon purchase date.

Edition Sponsorship

- The edition sponsor is featured on the second page (example below).
- Cost is \$100.

This week's edition is sponsored by Company Name. | companywebsite.com



Website Advertising

Three Unique Options

- More than **20,000** page views on our website **each month**.
- Ads are **clickable and link** directly to your own website.
- Choose between three sizes – **wide horizontal, sidebar square and sidebar portrait**.

WIDE HORIZONTAL

Size: 1460 W x 180 H pixels

Price: \$350/month

SIDEBAR PORTRAIT

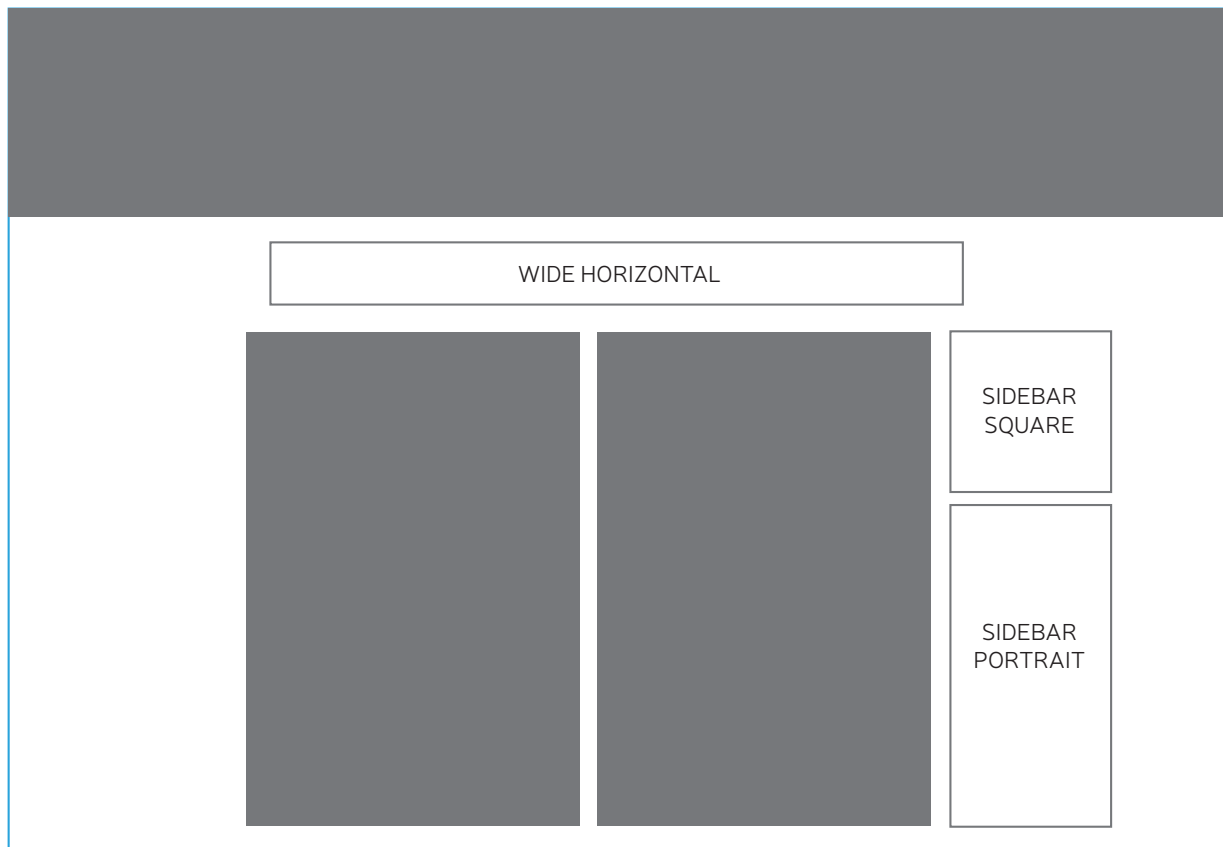
Size: 590 W x 1180 H pixels

Price: \$250/month

SIDEBAR SQUARE

Size: 590 W x 590 H pixels

Price: \$200/month



Digital Edition Ads

Weekly Digital Edition Email Ad

- Clickable PDF version of current edition
- Ads are **clickable and link** directly to your own website
- More than 3,500 recipients and growing
- Distributed on Thursdays at noon
- Dimensions: 600w x 1167h pixels

\$65/run

Online Classifieds

Online Classifieds

- More than 100 page views/month
- Unlimited word count
- Option to share to The Baptist Paper's Facebook page, which has more than 3,500 followers
- Get started at taboline.org/classifieds

\$9.99/month



**Interested in advertising across
platforms or publications?**

Ask about our advertising bundle discounts.

Digital only

Email Advertising

Highlights

- Highlights provides the top headlines from the daily stories featured on The Alabama Baptist and The Baptist Paper websites.
- This M-W-F 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.
- More than 9,400 recipients

Monday

\$65/run

Wednesday

\$65/run

Friday

\$65/run



Pastor Connections

- Bi-monthly email newsletter that encourages and resources pastors
- More than 2,200 recipients
- Sent out on Tuesdays

\$100/run

Podcast Advertising

SPECIAL OFFER

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

ONE WEEKLY PODCAST

- **THE WEEKLY** — (Wednesday) Audio digest 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.



For more information, contact **Pam Holt P: 251-422-4850 E: pholt@tabmedia.group**



..... “

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

..... “

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