



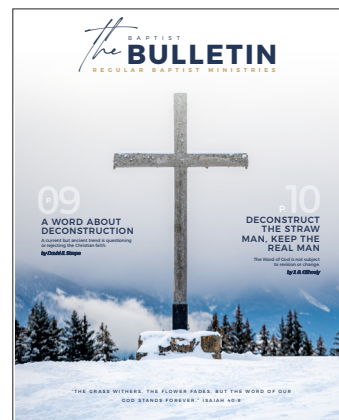
Advertising Guide

The BAPTIST BULLETIN

ABOUT THE BAPTIST BULLETIN

The Baptist Bulletin is the magazine of Regular Baptist Ministries, including the General Association of Regular Baptist Churches (GARBC), providing news, ministry ideas, and articles to inspire, inform, and challenge readers from a Biblical and Baptist perspective.

The 48-page *Baptist Bulletin* is published four times a year in a print edition and an identical digital edition and is four-color throughout.



ABOUT OUR READERS

The Baptist Bulletin is published for the congregation. Because of our distinctly Baptist emphasis on congregational government, we unapologetically aim our magazine toward the people in our pews—a general public audience of believing church members.

Though not intended exclusively for the clergy, the magazine is also read by many pastors and church leaders. We believe our audience is capable of discerning complex issues in our churches and society. We've discovered that our readers also read a wide variety of other publications and books—and they are interested in services and products intended for the church.

ACCEPTANCE CRITERIA

We are grateful to partner with a variety of advertisers who share our values. Those who are interested in advertising in *The Baptist Bulletin* should complete the advertising application on page 7 and return it to us.

All ads, including classified ads and conference advertising, are subject to the approval of the publisher. Written confirmation is required to process all ads.

CONTACT INFORMATION

Baptist Bulletin
244 S. Randall Rd. #1188
Elgin, IL 60123-5529

Email: ads@baptistbulletin.org
Phone: 888.588.1600, ext. 833
Fax: 847-843-3757

TERMS AND BILLING

Advertisers are invoiced after the completion and mailing of each issue.

Please send payments to:

Baptist Bulletin
PO Box 7330
Carol Stream, IL 60197-7330

ADVERTISING IN THE BAPTIST BULLETIN

AD SCHEDULE

Ad material must be received by the due dates below. Specific requests must be included with ad material.

Issue	Material Due Date
Winter (January)	October 15
Spring (April)	January 15
Summer (July)	April 15
Fall (October)	July 15

RATES

Frequency discounts are available for all ad sizes and web ads. The discount is 10% off for half-year contracts (2 issues) and 15% off for full-year contracts (4 issues). See page 6 for *Baptist Bulletin* ad sizes.

Baptist Bulletin Ads	1 Issue	2 Issues (10% Discount)	4 Issues (15% Discount)
Full page premium placement	\$1,200.00	\$1,080.00 <i>per issue</i>	\$1,020.00 <i>per issue</i>
Full page	\$960.00	\$864.00 <i>per issue</i> (see Ultimate Package, p. 4)	\$816.00 <i>per issue</i> (see Ultimate Package, p. 4)
Half page	\$675.00	\$607.50 <i>per issue</i> (see Ultimate Package, p. 4)	\$573.75 <i>per issue</i> (see Ultimate Package, p. 4)
Quarter page	\$450.00	\$405.00 <i>per issue</i> (see Ultimate Package, p. 4)	\$382.50 <i>per issue</i> (see Ultimate Package, p. 4)
1/6 page	\$225.00	\$202.50 <i>per issue</i>	\$191.25 <i>per issue</i>
1/12 page	\$95.00	\$85.50 <i>per issue</i>	\$80.75 <i>per issue</i>
video ad (in digital edition)	\$1,025.00	\$920.00 <i>per issue</i> (see Ultimate Package, p. 4)	\$870.00 <i>per issue</i> (see Ultimate Package, p. 4)
fly-in ad (in digital edition)	\$950.00	\$855.00 <i>per issue</i> (see Ultimate Package, p. 4)	\$805.00 <i>per issue</i> (see Ultimate Package, p. 4)

Web Ads	1 Issue	2 Issues (10% Discount)	4 Issues (15% Discount)
Web advertising	\$55.00 (1 ad per month for 3 months)	\$49.50 <i>per issue</i> (1 ad per month for 6 months)	\$46.75 <i>per issue</i> (1 ad per month for 12 months)

Classified Ads

Classified ads are available in *The Baptist Bulletin*. The classified rate is \$4 per column line of type, averaging 30 characters per line (including spaces). No special fonts, graphics, or highlighting available.

PACKAGES

BASE PACKAGE

Price includes:

- 1 *Baptist Bulletin* ad

Full page	\$1,000.00
Half page	\$725.00
Quarter page	\$500.00

DELUXE PACKAGE

Price includes:

- 1 *Baptist Bulletin* ad
- 1 web ad
- 1 Conference Notebook ad

Full page	\$1,200.00
Half page	\$850.00
Quarter page	\$555.00

ULTIMATE PACKAGE

Price includes:

- 2 or 4 *Baptist Bulletin* ads
- 12 web ads
- 1 Conference Notebook ad
- 1 video ad or fly-in ad in the digital edition of *The Baptist Bulletin*

Ultimate Package Pricing	2 Issues	4 Issues
Full page premium placement	\$3,530.00	\$6,312.00
Full page	\$2,992.00	\$5,296.00
Half page	\$2,122.50	\$3,742.00
Quarter page	\$1,415.00	\$2,495.00

SENDING FILES

- Files 5MB or smaller can be attached to an email. Send to ads@baptistbulletin.org.
- For larger ads, please send to ads@baptistbulletin.org through wetransfer.com or a similar service.

SPECS

BAPTIST BULLETIN ADS

- Make sure all important elements are no closer than .25 from trim.
- All full-page and half-page ads require a .125" bleed on **all four sides**.
- Send all display ads as a PDF, compatible with Adobe Acrobat 4.0 or greater.
- Do not include crop marks on PDF.
- Our only acceptable format is a CMYK, press optimized PDF at 100% size.
- All imagery must be optimized for CMYK. Minimum resolution for images is 230 dpi at 100% size.
- PDFs must have all fonts embedded. "Subset" font settings must be disabled.

FLY-IN ADS

Fly-in ads are available for the digital edition of *The Baptist Bulletin*. These ads appear on top of the magazine and must be clicked to read the page it is on. Ads should be sent to ads@baptistbulletin.org. Please include a destination URL.

Dimensions

500 x 300 px

Color mode

RGB

WEB ADS

Web ads are available to display online. For differentiation, please include a 1px black border around any ads that have white or a very light color along the edge of the ad. Ads should be sent to ads@baptistbulletin.org. Please include a destination URL.

Dimensions

360 x 220 px, 72 dpi

File type

jpg no larger than 40KB

Color mode

RGB

Guidelines

1. URL must open in a new window with a no-follow referral link.
2. Link must go to a valid, approved URL.

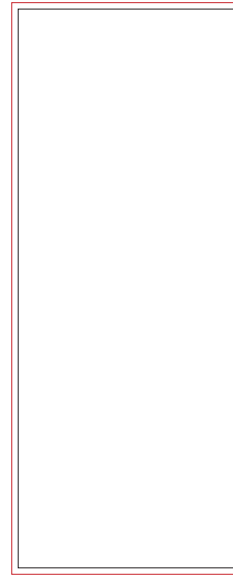
Annual Regular Baptist Ministries Conference

Regular Baptist Ministries' annual conference is always an excellent place to connect with your customers or constituency, providing numerous opportunities for face-to-face time with key decision makers in churches and ministries.

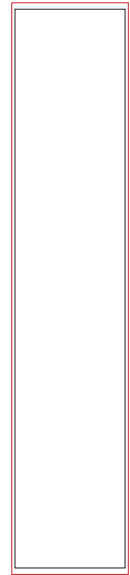
See advertising opportunities at GARBCconference.org.



Full Page
Trim: 8.375" W x 10.875" H
Bleed: .125" (all sides)



½ page, vertical + bleed
Trim: 4.25" W
x 10.875" H
Bleed: .125" (all sides)



¼ page, vertical + bleed
Trim: 2.125" W
x 10.875" H
Bleed: .125" (all sides)



½ page, horizontal + bleed
Trim: 8.375" W x 5.5" H
Bleed: .125" (all sides)



¼ page, horizontal + bleed
Trim: 8.375" W x 2.75" H
Bleed: .125" (all sides)



1/6 page, horizontal
4.86" W x 2.375" H



¼ page, vertical corner
3.5625" W x 4.875" H



1/12 page, square
2.3125" W x 2.375" H



Advertising Application

CHURCH, MINISTRY, OR ORGANIZATION DESIRING TO ADVERTISE

Name _____
Address _____
Phone _____ Fax _____
Email _____

CRITERIA FOR ADVERTISING

An organization or individual desiring to advertise with Regular Baptist Ministries (includes *The Baptist Bulletin*, Regular Baptist websites, and Annual Conference Notebook) must qualify in one of the following four categories:

1. A church or a ministry of a church in fellowship with the GARBC
2. A ministry (e.g., mission, camp, school) in agreement with the [Articles of Faith and Purpose Statement \(Article II, Constitution\)](#) of the GARBC and that affirms historic Baptist doctrine
3. A ministry (e.g., counseling ministry) providing support for churches that is in agreement with the [Articles of Faith](#) of the GARBC and not a direct competitor of Regular Baptist Press
4. A business providing goods and services (e.g., equipment, furniture, construction) to GARBC churches or church members and is not a direct competitor of Regular Baptist Press

CHECK THE APPROPRIATE BOX BELOW TO SHOW HOW YOU MEET THE CRITERIA OF REGULAR BAPTIST MINISTRIES

☐ CATEGORY 1

Our church is (a) in fellowship with the GARBC or (b) a ministry of a church in fellowship with the GARBC.

☐ CATEGORY 2

Our ministry (e.g., mission, camp, school) is in agreement with the Articles of Faith and Purpose Statement (Article II, Constitution) of the GARBC and affirms historic Baptist doctrine.

☐ CATEGORY 3

Our ministry (e.g., counseling ministry) provides support for churches, is in agreement with the Articles of Faith of the GARBC, and is not a direct competitor of Regular Baptist Press.

☐ CATEGORY 4

Our business provides goods and services (e.g., equipment, furniture, construction) to GARBC churches or church members and is not a direct competitor of Regular Baptist Press.

Print name _____ Signature _____

See GARBC.org/about for the Articles of Faith and Purpose (Article II) of the General Association of Regular Baptist Churches.

For office use only

Date Received:

Accepted: