

# THE BAPTIST MESSENGER

## Print Advertising

*The Baptist Messenger* is the weekly news paper for Oklahoma's Southern Baptists. Read by young families, senior adults, pastors and church staff, *The Baptist Messenger* provides advertisers with exposure to more than 75,000 loyal and educated readers every week. Through the integration of print and electronic media, *The Messenger* links advertisers with breaking news, local stories, and theological discussions vital to readers' daily lives.

Published since 1912, *The Messenger* has garnered the respect of Oklahoma Baptists and Baptists across the nation. Whether seeking young consumers of household essentials, families with disposable income, or churches constructing new facilities and purchasing supplies, *The Baptist Messenger* of Oklahoma is an affordable and effective solution for your advertising needs.

### DISPLAY ADVERTISEMENTS

Rates per column inch

Commercial	\$63.00
Non-Profit	\$49.00

SBC Churches, please call for a price quote.

### Frequency Discounts

6 Times	10%
12 Times	20%

To qualify for discounts, advertisements must be scheduled in an advertising agreement prior to the first publication, but are not required to print in consecutive issues.

### Positioning

Special placement will be considered but not guaranteed.

### Deadlines

Reservations are due 2 weeks prior to publication.  
Ad art is due 10 days prior to publication.

### CLASSIFIED ADVERTISING

Classified advertising is sold per week at \$1.00 per word with a \$25.00 minimum. This price includes print and web placement. Classified ads must be submitted at least 10 days prior to publication.

### MECHANICAL SPECIFICATIONS

*The Baptist Messenger* is a four color publication printed in tabloid format. The print area is 10.125 inches wide by 16 inches tall. The page format is four columns.

One Column	2.4 inches
Two Columns	4.95 inches
Three Columns	7.55 inches
Four Columns	10.125 inches

Ads should be submitted electronically in either PDF (preferred), or .jpg format. All ads should be submitted as press-ready files.

Color art should be converted to CMYK.

Art should be rendered at a minimum resolution of 300dpi.

Send ad art and any additional questions to [advertising@baptistmessenger.com](mailto:advertising@baptistmessenger.com). Please be considerate of deadlines, make sure art is proofed and ready for display upon submission.

### CONTACT

Ben Ehrlich  
(405) 942-3800 x 4360  
[advertising@baptistmessenger.com](mailto:advertising@baptistmessenger.com)

## **DESIGN SERVICES**

*The Baptist messenger* offers design assistance and composition at \$40.00. 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.

## **POLICIES AND PRACTICES**

*The Baptist Messenger* is published weekly on Thursdays (except the last Thursday in December, with a combined issue the first two Thursdays in July) by the Baptist General Convention of Oklahoma.

### **Advertising Policy**

*The Baptist Messenger* accepts advertising in keeping with its Christian purpose, but not excluding businesses or services useful to readers. Advertisements in *The Baptist Messenger* shall reflect the high standards of the publication and its readers.

Standards for advertising shall be as high as if the publication of the ad carried endorsement of the paper, although no such endorsement is intended or implied by *The Baptist Messenger*.

Advertising shall be accepted that is supportive of and not in direct competition with denominational programs. *The Baptist Messenger* reserves the right to reject or cancel any advertisement for any reason at any time, including but not limited to any advertisement which in the opinion of *The Baptist Messenger* does not conform to the editorial or graphics standards or the purpose of the publication.

*The Baptist Messenger* will accept paid classified advertising by churches seeking staff and by people seeking ministerial and other positions with churches and ministries. Classifieds including, but not limited to for-profit employment, home based businesses, private automotive sales, or pet sales.

Advertisements including, but not limited to, the promotion of pornography, gambling,

alcoholic beverages, tobacco, or political party affiliation will not be accepted.

### **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 Baptist Messenger* at least 10 days prior to publication. Ads cancelled after the deadline will be billed at full price.

### **Liability**

*The Baptist Messenger* 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.

### **Frequency Discounts**

A signed agreement specifying the insertion rates and ad size is required before an advertiser can qualify for the frequency discounts noted on the rate sheet. Agreements cancelled prior to fulfillment of the discount requirements are subject to full payment of ads which have already printed.

### **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.

### **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.

## **CONTACT**

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