



BAPTIST TRUMPET

Advertising Rate Sheet

Page Specifications

- Full Page Copy Area — Approx. 130"
- Five Columns Per Page
- Ads must be in widths of 2" increments — 2, 4, 6, 8 or 10 inches wide, any height.

Format

- Print-ready ads should be formatted in CMYK color with no four-color black.

Advertising Rates

Ad Size	Rate Per Square Inch
2"–20"	\$7.50
21"–40"	\$6
40"–65"	\$5

10% discount for subsequent insertions of unchanged ads that are 25" or larger. No ads over 65" (half page) due to limited space.

Advertising Deadline — Thursday morning before publication the following week. The *Baptist Trumpet* is published on Tuesday; 45 issues yearly.

Terms

- Net — No discount. Advance payment is required from sources outside BMA churches and departments until credit is established. Advertising will be billed at the end of the month after the ad run is complete. All accounts are payable in 30 days.

Criteria

- All advertising is subject to the approval of the executive editor and as space is available. We do not accept advertising promoting books, films or material that is not in agreement with our Doctrinal Statement. The total amount of advertising from all sources in each issue is limited to approximately one and a half pages at the editor's discretion.

Opportunities for Service

- All advertising that includes individuals seeking ministerial and/or pastoral work, as well as churches seeking pastors, music ministers, youth pastors, etc. will be run in the Moving with the Ministers' column free for one week. Individuals **MUST** be a member in good standing at a BMA church.
- This posting can be run **once every two months** at no charge. The posting will also run for four weeks on our website in the Moving with the Ministers' area (baptisttrumpet.com/category/movingwith).
- If an individual or church desires to run additional postings, they can do so by contacting Executive Editor Jeff Herring (editor@baptisttrumpet.com) or Associate Editor Allan Eakin (associateeditor@baptisttrumpet.com). Additional postings will be included in the Opportunities for Service column for a charge of \$15 per run. There is no limit to how long a posting can run in the Opportunities for Service column, and you can choose your own schedule (every issue until stopped, every other week, four weeks, etc.).

**1/3 page ad
(3-column ad / 38 square inches)**

= approx. 6" x 6.25"

\$225

**10% discount for subsequent insertions of
unchanged ads that are 20" or larger.**

**1/4 page ad
(2-column / 25 square inches)**

= approx. 4" x 6.25"

\$150

**10% discount for subsequent insertions of
unchanged ads that are 20" or larger.**

**1/2 page ad
(63 square inches)**

= approx. 10" wide x 6.25" tall

\$375

**10% discount for subsequent insertions of
unchanged ads that are 20" or larger.**

**1/8 page ad
(2-column/16 square inches)**

= approx. 4" x 4"

\$120