

MEDIA KIT



ABOUT THE BAPTIST STANDARD

Baptist Standard publishing has served Baptists in Texas and around the world since 1888 by providing news, inspiration and challenge. We are a nonprofit organization sustained by advertising, donations and endowment earnings—all of which are necessary.

Our primary focus and relationships are with BGCT-affiliated universities, seminaries, hospitals, human welfare organizations and more than 5,000 churches.



Readers access the Baptist Standard through our website and emailed editions. Content focuses on Baptist and other religious news, trends affecting faith and culture, and missions and ministries.

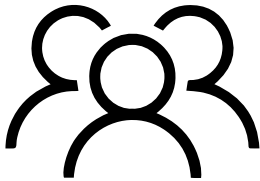
HOW WE ARE CHANGING AND GROWING

- Baptist Standard became fully digital at the end of 2022.
- We continue to pay attention to reader trends to stay connected with our readers.
- We also continue building relationships in Texas and elsewhere to grow our network of readers and contributors.



50,000

AVG VISITORS PER MONTH

**90,000**

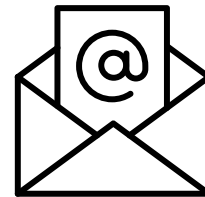
AVG PAGEVIEWS PER MONTH

**488,810**AVG MONTHLY AD
IMPRESSIONS IN 2024**54%**

TRAFFIC FROM MOBILE

**9,370**

WEEKLY EDITION SUBSCRIBERS

This is an engaged and dedicated
readership.*Online average based on 2024 traffic.*

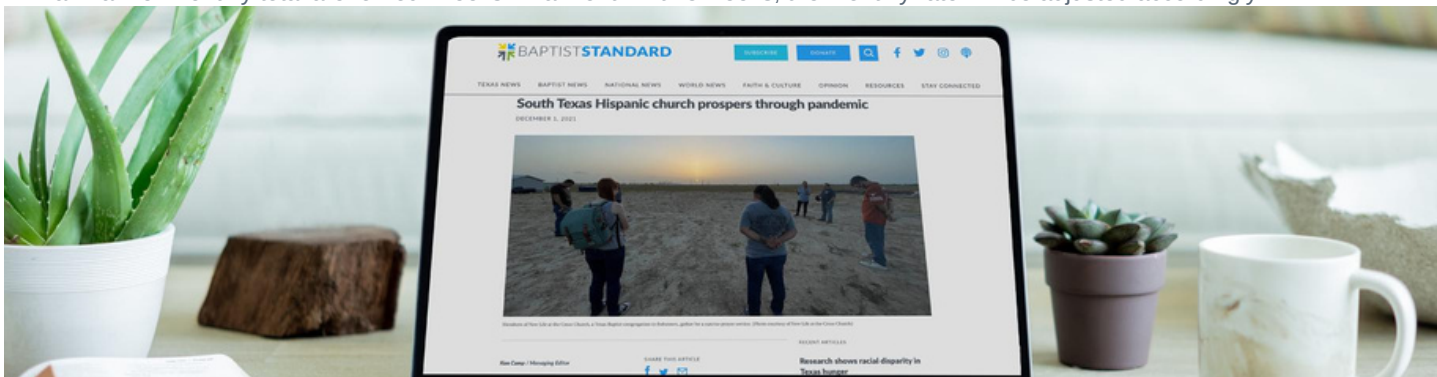
PLACEMENT	SPECS (IN PX)	1 WEEK RATE	2 WEEKS RATE	FULL CALENDAR MONTH RATE
PREMIERE BILLBOARD	970x250 (desktop) 320x50 (mobile)	\$470	\$420/week \$840/two weeks	\$370/week \$1480/month
fully reserved for 2026				
LOWER BILLBOARD	970x250 (desktop) 320x50 (mobile)	\$260	\$235/week \$470/two weeks	\$210/week \$840/month
MID-PAGE LEADERBOARD	728x90 (desktop) 320x50 (mobile)	\$380	\$330/week \$660/two weeks	\$280/week \$1,120/month
PREMIERE MEDIUM RECTANGLE	300x250	\$290	\$270/week \$540/two weeks	\$250/week \$1,000/month
fully reserved for 2026				
SECONDARY MEDIUM RECTANGLE	300x250	\$260	\$235/week \$470/two weeks	\$210/week \$840/month
fully reserved for 2026				
LOWER MEDIUM RECTANGLE	300x250	\$260	\$235/week \$470/two weeks	\$210/week \$840/month
fully reserved for 2026				
RUN OF SITE MEDIUM RECTANGLE (NON- EXCLUSIVE)	300x250	\$180	\$155/week \$310/two weeks	\$130/week \$520/month
EMAIL BANNER (WEEKLY EDITION)	600x154	\$340	\$315/week \$630/two weeks	\$290/week \$1,160/month*
LOWER EMAIL BANNER (WEEKLY EDITION)	600x154	\$260	\$235/week \$470/two weeks	\$210/week \$840/month*

Exclusive: One advertiser has exclusive use of the ad space during their ad run. Ads are exclusive unless otherwise noted.

Shared/Run of Site: Ad space is shared with up to 4 other advertisers. Ads rotate each page view.

Frequency Discounts: To receive a frequency discount, ads must be on the same insertion order and run in consecutive weeks.

*Email Banner monthly total are for four weeks. In a month with 5 weeks, the monthly rate will be adjusted accordingly.



FOR MORE INFORMATION, CONTACT STACY COGGINS AT STACY.COGGINS@BAPTISTSTANDARD.COM

DIGITAL AD REQUIREMENTS

- Accepted file formats: PNG, GIF or JPG.
- File must be in RGB with at least 72 dpi and all fonts embedded. We recommend sending an additional file with 2x density to ensure best quality ads on higher resolution screens.
- Provide URL for linking. Embedded URLs are not permitted. Link and tags must be secure (https).
- Dates on ad creatives must be in the future. We will remove ads once event date has passed. Please provide an alternate creative if you purchase time past event date.
- Ad creatives can be swapped out during the ad runtime within two business days of providing a new creative.



Ad Options

Billboard
 Leaderboard
 Medium Rectangle
 Mobile Leaderboard
 Email Banner

Ad Dimensions

970px x 250px (desktop) 320px x 50px (mobile)
 728px x 90 px (desktop) 320px x 50px (mobile)
 300px x 250px
 320px x 50px
 600px x 154px

All artwork files should be sent by email to stacy.coggins@baptiststandard.com. Dropbox is available upon request to upload large files.

Premiere Billboard

970x250(desktop)
320 x 50 (mobile)

TEXAS BAPTIST VOICES



Voices: U.S./Mexico border: A complex calling

The U.S./Mexico border is a more complex situation than most realize. Texas Baptists have a particular call to be involved there.

12/03/2024 - By Calli Keener

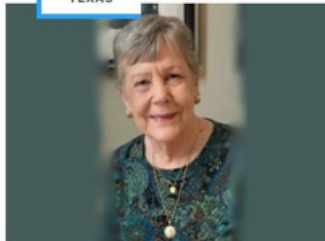


Religious freedom concerns voiced over Azerbaijan

Azerbaijan, which hosted a United Nations climate summit last month, has come under international scrutiny for human rights and religious freedom violations.

12/03/2024 - By Aleja Hertzler-McCain / Religion News Service

TEXAS



Texas Baptist missions leader Joy Fenner died at age 89

Joy Fenner, a Baptist missionary, Woman's Missionary Union of Texas leader and the first woman elected as president of the Baptist General Convention of Texas, died Nov. 29 in Dallas. She was 89.

12/03/2024 - By Ken Camp / Managing Editor

Premiere
Medium
Rectangle
300 x 250

Secondary
Medium
Rectangle
300 x 250

Lower
Medium
Rectangle
300 x 250

Run of Site
Medium
Rectangle
300 x 250

About these ads

Mid-Page Leaderboard

728 x 90 (desktop) 320 x 50 (mobile)

Lower Billboard

970 x 250 (desktop)
320 x 50 (mobile)

ADVERTISING POLICY

Advertising policies of Baptist Standard Publishing reflect the high standards Texas Baptists expect of their publication. Advertising is an extension of Baptist Standard Publishing's services to the denomination, to churches and their members, and to the agencies, institutions and organizations affiliated with the Baptist General Convention of Texas.

Baptist Standard Publishing reserves the right to reject or cancel any advertising for any reason at any time, including but not limited to any advertisement which in the opinion of Baptist Standard Publishing does not conform to the editorial or graphic standards or the purpose of the publication.

Acceptance of an advertisement by Baptist Standard Publishing does not imply endorsement of the advertiser or its products and services. Political advertisements are not accepted.

Ad transparency: Advertisements must clearly identify the advertiser and what is being advertised.

Baptist Standard Publishing reserves the right to place the words "advertisement" or "paid advertisement" or other identifying terms on any advertisement.

Editorial hyperlinks to external websites or resources are provided solely for news value as a service to our readers and cannot be purchased by advertisers.

Baptist Standard Publishing will accept paid classified advertising by churches seeking staff and by people seeking ministerial and other positions with churches, but such advertising will be limited to basic information concerning position and person without adjectives.

There shall not be advertising of evangelists seeking engagements, funds, etc. Advertising of evangelistic crusades shall be confined to those in which Baptist churches are participating.

No church bond issue shall be advertised when the amount, plus any current debt of the church, exceeds three times the church's income for the previous year. Additionally, the Standard shall be cautious in advertising companies offering bonds.

Baptist Standard Publishing may use outside digital ad networks, such as Google AdSense, for online ad sales. Advertisements displayed through these networks are not contractually obligated to follow the advertising policies of Baptist Standard Publishing. Advertisements will be reviewed to the extent possible through the ad network and blocked if necessary.

The editor and other staff members will use their best judgment so as to maintain the integrity of Baptist Standard Publishing in the implementation of this policy.

APPROVAL OF ADS

All advertisements are subject to final approval by the editor. All decisions are final.

CONTACT

For additional information or to place ads contact:

STACY COGGINS - Advertising Sales

Digital Specialist

stacy.coggins@baptiststandard.com

214-630-4571, ext. 1016

SCHEDULES AND DEADLINES

Online advertising is scheduled per whole or portion of the month based on availability.

Artwork deadline is 5 business days prior to scheduled run date. Schedules and deadlines are subject to change.

CANCELLATION

Online ads: Notice of cancellation or change in publication date of a scheduled ad must be received in writing at least 30 calendar days prior to scheduled start date. Online ads canceled after 30 calendar days prior to start date will be billed for 50% of the contracted rate. Online ads cancelled before the end of a contracted period will be billed as contracted.

LIABILITY

Baptist Standard Publishing is liable for error in our composition of an ad only to the extent of a partial refund or correcting and rerunning the ad or affected portion of the ad. A refund is allowed for the first ad insertion only. Notice of error must be given in time for the correction to be made either for an ad displayed on baptiststandard.com or in a subsequent issue of the Baptist Standard weekly edition.

DISCOUNT CONTRACTS

An approved contract specifying the insertion rates and ad size(s) is required before an advertiser can qualify for the frequency discounts noted on the rate sheet. The rates specified apply only when the number of contracted insertions is reached within the contract period. Discounts are posted at the end of the contract period.

DESIGN CHARGES

You are responsible for providing artwork according to our specifications. You will be charged for time required for artwork design or composition and for time needed to modify an ad for printing or online display.

BILLING AND COMMISSIONS

All advertising must be paid in full at least 30 calendar days prior to the ad start date until an account has been established. Ads placed within 30 days of the requested run date must pay in full 7 calendar days prior to the scheduled start date. Credit may be granted on approved accounts only. All rates are net. Advertising agencies must add commissions to quoted rates.

**Policies updated June 2024*