

# Religious Herald

The Religious Herald is a 24-page tabloid paper published bi-weekly featuring news for Baptists in 1,400+ churches in the mid-Atlantic region—Virginia, North Carolina, Washington, D.C. and Maryland. Our readers consists of pastors, church staff and key church leaders, as well as state and national Baptist leadership. Our circulation in 2011 averaged 9,200 with an estimated 20,000 readers per issue. The electronic version introduced in 2011 offers advertisers the option of having print ads directly linked to their website—combining print and web and increasing readership.

## *Marketing through a Baptist paper is not just print anymore.*



### Display advertising in print

Full-color or black & white ads

### E-version

Every page & image of the print version sent electronically with links to advertiser's website



### Banner ads on [www.religiousherald.org](http://www.religiousherald.org)

Top and side banner ads



### SPONSORSHIPS

Sponsor a month of FrontLines  
*Herald's weekly e-newsletter*



This FrontLines sponsored by  
**Impact Virginia!**  
Camp registration opens January 1, 2012

### 2012 Publishing dates:

Jan. 9 & 23  
Feb. 6 & 20  
March 5 & 19  
April 2, 16 & 30  
May 14 & 28  
June 11  
July 9 & 23  
August 6 & 20  
September 3 & 17  
October 1, 15 & 29\*\*  
November 5 & 19  
December 3 & 17  
\*\*Convention issue

*For information on ad rates and combination offers, contact:*

Barbara Francis  
Advertising Mgr.  
804.672.1973  
800.711.7795  
[bfrancis@religiousherald.org](mailto:bfrancis@religiousherald.org)  
[religiousherald.org](http://religiousherald.org)

This week's HeraldBeat is sponsored by  
*Western Baptist University*

**HeraldBeat,**  
Tracking Baptists across the Mid-Atlantic  
*our most accessed web page*

### Advertising policy

The Herald accepts advertising from individuals, churches, businesses and denominational entities that promote products, services or events of interest to our readers. We retain the freedom and responsibility to exercise judgment concerning the subject matter and content of all advertising. We do not accept advertising that conflicts with the purpose of the Herald or could affect adversely the character and integrity of this publication. Printing of an advertisement does not constitute endorsement by the Herald of the product, service or event described therein. Ultimate responsibility for determining the acceptability of advertisements rests with the editor.



### Display Print Advertising Rates

| Size      | Dimensions<br>(H" x col.)                 | 1X<br>B&W / Color                               | 2X<br>B&W / Color                               | 3X<br>B&W / Color                               |
|-----------|---|---|---|---|
| Full page | 10" x 14"                                 | \$1,430 / \$1,787                               | \$1,287 / \$1,600                               | \$1,144 / \$1,430                               |
| 1/2 page  | 7" x 3 col.<br>8.5" x 4 col.              | \$770 / \$962<br>\$770 / \$962                  | \$693 / \$866<br>\$693 / \$866                  | \$616 / \$770<br>\$616 / \$770                  |
| 1/4 page  | 6" x 3 col.<br>4.5" x 4 col.              | \$396 / \$495<br>\$396 / \$495                  | \$396 / \$495<br>\$396 / \$495                  | \$357 / \$446<br>\$357 / \$446                  |
| 3 column  | 5" x 3 col.<br>3.5" x 3 col.              | \$330 / \$412<br>\$231 / \$288                  | \$330 / \$412<br>\$231 / \$288                  | \$297 / \$371<br>\$208 / \$260                  |
| 2 column  | 6" x 2 col.<br>5" x 2 col.<br>4" x 2 col. | \$264 / \$330<br>\$220 / \$275<br>\$176 / \$220 | \$264 / \$330<br>\$220 / \$275<br>\$176 / \$220 | \$240 / \$297<br>\$198 / \$248<br>\$159 / \$198 |

**Column width:**

1 column—1.66" / 2 columns—3.62" / 3 columns—5.58" / 4 columns—7.54" / 5 columns—9.5"

#### Web Advertising

**LARGE TOP BANNER AD**

468 x 60 pixels - \$150 per month

**SMALL TOP BANNER AD**

234 X 60 pixels - \$100 per month

**SMALL SIDE BOX AD**

120 X 200 pixels - \$100 per month

#### Insert

**HAVE YOUR BROCHURE  
OR PROMOTIONAL PIECE  
INSERTED IN CENTER OF HERALD**

\$40.00 per 1,000

Advertiser is responsible for shipping materials to our printer.

### The Religious Herald

2828 Emerywood Parkway, Richmond, VA 23294  
804.672.1973 - 800.711.7795 - Fax 804.672-8323  
Email: [bfrancis@religiousherald.org](mailto:bfrancis@religiousherald.org)