

# THE Pathway

## CONTACT INFORMATION:

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With a circulation of more than 23,500 *The Pathway*, official newsjournal of the Missouri Baptist Convention reaches families, senior adults, pastors, church staff, church deacons, laypeople, statewide Baptist leadership, Southern Baptist Convention leadership, and those looking for reporting of news from a biblical worldview. *The Pathway* endeavors to cover not only the events that affect Baptists in Missouri but also the Southern Baptist Convention as a whole and evangelical Christians everywhere. The online *Pathway* exists to quickly provide information and breaking news to MBC churches. Journal content will include reports on the activities of Missouri Baptist churches, actions of the MBC Executive Board and its committees, activities and programs of the MBC Executive Board staff, and activities and board actions of MBC affiliated agencies and institutions. The journal will facilitate kingdom growth and promote unity in the MBC.

*The Pathway* is a 20 to 24 pages tabloid size newspaper published the second and fourth Tuesdays of January through November and on the first Tuesday of December (23 times a year). *The Pathway* is available at no charge and mailed directly to the home through the Cooperative Program giving of the local Missouri Southern Baptist churches.

## DISPLAY ADVERTISING

### NON-PROFIT: \$21.50/column inch

Full page: \$1,204

Half page: \$602

Quarter page: \$301

Eighth page: \$150.50

Sixteenth page: \$75.25

Full-color is an additional \$60 per ad

### COMMERCIAL: \$26.00/column inch

Full page: \$1,456

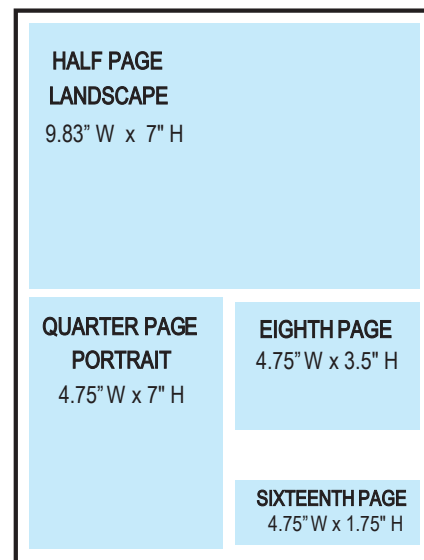
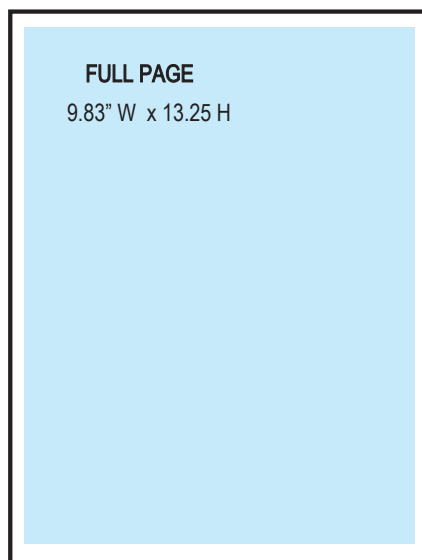
Half page: \$728

Quarter page: \$364

Eighth page: \$182

Sixteenth page: \$91

Full-color is an additional \$60 per ad



## FREQUENCY DISCOUNTS

5 times in a calendar year 5%

10 times in a calendar year 10%

To qualify for discount, advertising must be scheduled in advance, but are not required to print in consecutive issues.

## DEADLINES

Deadline for reserving ad space is 2 weeks prior to publication.

Ad material is due no later than 12 days prior to publication.

See print schedule for exact dates.

## MECHANICAL SPECIFICATIONS

The *Pathway* is a four-color publication printed in tabloid format. The page format is four columns. Each column is 2.32 inches wide.

Ads should be submitted electronically in either PDF, JPEG, or PNG format. All ads should be press-ready files.

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

## WEB ADVERTISING

Web ads appear for a calendar month and only one ad appears per slot per month. See web advertising sheet for rates and sizes.

## POLICIES AND PRACTICES

**CANCELLATION:** Notice of the cancellation of a scheduled ad or a change to the scheduled run date for an ad must be received by *The Pathway* before the ad deadline. Ads canceled after the deadline will be billed at the original price ordered.

**LIABILITY:** *The Pathway* is liable for error of our composition only to the extent of credit or correct rerun of the ad or affected portion. Notice of error must be given in time for the correction to be made in a subsequent issue.

**AD CONTENT APPROVAL:** All ads are subject to final approval by the editor. All decisions are final.