

# THE Pathway

## CONTACT INFORMATION:

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*The Pathway* is the official newsjournal for Southern Baptists of Missouri and a Cooperative Program Ministry of the Missouri Baptist Convention. With a circulation of more than 24,500 and a readership over 50,000, *The Pathway* 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 Pathway* provides a target audience for those wanting to introduce their products and/or services to Missouri Southern Baptists at less than \$0.06 cents per paper/per mailing. Color is provided at no additional cost. Frequency discounts are available when scheduled in advance.

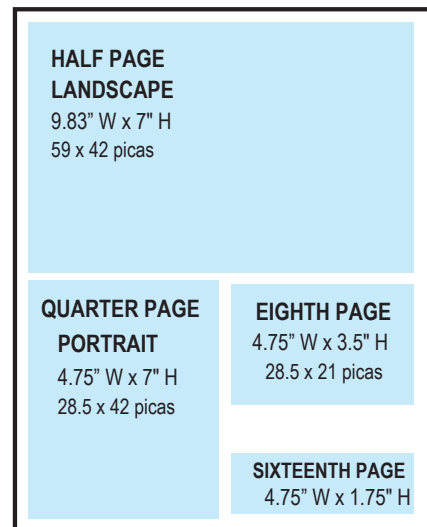
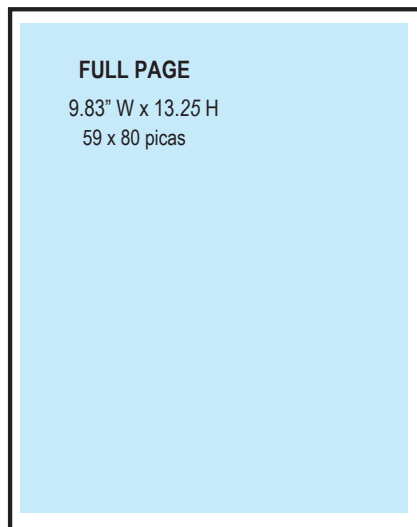
## DISPLAY ADVERTISING RATES AND SIZES

### NON-PROFIT/MINISTRY:

Full page:	\$1,264
Half page:	\$662
Quarter page:	\$361
Eighth page:	\$210.50
Sixteenth page:	\$135.25

### COMMERCIAL:

Full page:	\$1,516
Half page:	\$788
Quarter page:	\$424
Eighth page:	\$242
Sixteenth page:	\$151



## FREQUENCY DISCOUNTS

5 times in a calendar year	5%
10 times in a calendar year	10%

To receive frequency discount, advertising must be scheduled in advance, but are not required to run in consecutive issues.

## 2018 PUBLICATIONS & DEADLINES

Space must be reserved two weeks prior to the publication date.

VOL 16 ISSUE	PUBLICATION DATE	ART DUE BY
1	January 9	January 3
2	January 23	January 11
3	February 13	February 1
4	February 27	February 15
5	March 13	March 1
6	March 27	March 15
7	April 10	March 29
8	April 24	April 12
9	May 8	April 26
10	May 22	May 10
11	June 12	May 31
12	June 26	June 14
13	July 17	July 5
14	August 14	August 2
15	August 28	August 16
16	September 11	August 30
17	September 25	September 13
18	October 9	September 27
19	October 23	October 11
20	November 13	November 1
21	December 11	November 29

## MECHANICAL SPECIFICATIONS

The Pathway is a four-color publication printed in tabloid format.

The page format is four columns, each column is 2.37" inches wide.

Ad materials must be submitted as press-ready in PDF, JPEG, or TIFF format at a minimum resolution of 300 DPI.

## POLICIES AND PRACTICES

**CANCELLATION:** Notice of cancellation or change in publication date of a scheduled ad must be received 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:** *The Pathway* 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 *The Pathway* does not conform to the editorial or graphic standard or the purpose of the publication.

*The Pathway* reserves the right to place the words "advertisement" or "paid advertisement" on any advertisement.

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