

SOUTHERN BAPTIST

# TEXAN

## Magazine Rate Sheet

The award-winning Southern Baptist Texan is the official publication of the Southern Baptists of Texas Convention. As the most widely circulated Baptist publication in Texas, your advertisement will reach more than 46,000 homes and churches.

To receive frequency discount, ads must be requested on the same insertion order, but are not required to run in consecutive issues. Deadline for reserving ad space is 21 days prior to the publication date.

All ads must be camera ready and submitted by email to Tammi Ledbetter at [tledbetter@sbtxas.com](mailto:tledbetter@sbtxas.com).

The TEXAN is published by the Southern Baptists of Texas Convention and reserves the right to refuse ads for any reason.

ENGAGE. ENCOURAGE. EQUIP.

### Ad Specs

Ad materials are due in PDF or JPEG format at 300 DPI resolution no later than 14 days before the publication date.

**Ad should include 1/8" bleed with no crop marks.**

LAYOUT	DIMENSIONS	RATE
Full Page	8" (w) x 10.5" (h)	\$2,200
Half Page Horizontal	8" (w) x 5.25" (h)	\$1,400
Half Page Vertical	4" (w) x 10.5" (h)	\$1,400
Third Page Vertical	2.25" (w) x 10.5" (h)	\$1,000
Third Page Horizontal	8" (w) x 3.5" (h)	\$1,000
Quarter Page	8" (w) x 2.625" (h)	\$700



### Advertising Options

Review other advertising possibilities by scanning this QR code with your phone



**Full Page**  
8" (w) x 10.5" (h)

**Horizontal Half Page**  
8" (w) x 5.25" (h)

**Vertical Half Page**  
4" (w)  
x  
10.5" (h)

**Third Vertical Page Ad**  
2.25" (w)  
x  
10.5" (h)

**Third Page Horizontal Ad**  
8" (w) x 3.5" (h)

**Quarter Page Horizontal Ad**  
8" (w) x 2.625" (h)

# SOUTHERN BAPTIST TEXAN

Display Advertising

## 2024 Print Publication Schedule

Issue Date	Materials Due	Reservation
January 2024	December 5	December 1
February 2024	January 9	January 5
March 2024	February 6	February 2
April 2024	March 5	March 1
May 2024	April 9	April 4
June 2024	May 7	May 2
July 2024	June 4	May 31
August 2024	July 9	July 5
September 2024	August 6	August 2
October 2024	September 10	September 5
November 2024	October 8	October 4
December 2024	November 5	November 1
January 2025	December 10	December 6



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SOUTHERN BAPTIST  
**TEXAN**

**Advertising Insertion Order | PRINT**

Company Name

Contact Person

Billing Address

Phone

Email Address

**Thank you for advertising in the Southern Baptist Texan.**

Please sign and return this advertising insertion order as soon as possible by email (tledbetter@sbtxas.com) or fax (817-552-2520).

Signature

Date

**2024 Print Publication Schedule**

Issue (indicate with an X)

Issue Date	Materials Due	Reservation
January 2024	December 5	December 1
February 2024	January 9	January 5
March 2024	February 6	February 2
April 2024	March 5	March 1
May 2024	April 9	April 4
June 2024	May 7	May 2
July 2024	June 4	May 31
August 2024	July 9	July 5
September 2024	August 6	August 2
October 2024	September 10	September 5
November 2024	October 8	October 4
December 2024	November 5	November 1
January 2025	December 10	December 6

Size (indicate with an X)

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