

## Commercial (non-agency) Advertising Rates

With a circulation of more than 42,000 Baptist homes, *Florida Baptist Witness* newsjournal reaches pastors, church staff members and laypeople across Florida and around the World. The *WITNESS* is a 12-16 page tabloid published 46 times a year and dedicated to quality news effecting lives of Southern Baptists in Florida and worldwide.

The Witness offers all commercial organizations, not using an agency or advertising firm, a special rate of \$34 per column inch on display advertising.

Size	Horizontal Display	Vertical Display	B&W	Spot Color	4-Color	Back Page
1/16 page	4" x 2.75"	2" x 5.5"	\$187.00			
1/8 page	6" x 3.5"	4" x 5.25"	\$347.00			
1/4 page	6" x 7"	4" x 10.25"	\$671.00	\$738.10	\$805.20	
1/3 page	8" x 6.75"	6" x 9"	\$835.00	\$918.50	\$1,002.00	
1/2 page	10.25" x 8.25"	8" x 10.25"	\$1,227.00	\$1,349.70	\$1,472.40	\$1,619.64
full page	10.25" x 16.5"	10.25" x 16.5"	\$2,132.00	\$2,345.20	\$2,558.40	\$2,814.24
Two pages	21.25" x 16.5"	21.25" x 16.5"	\$4,264.00	\$4,690.40	\$5,116.80	



Florida Baptist Witness is printed as a tabloid format with a five-column page on a web press.

Use 85 line screen on ALL process color (CMYK) advertisements. Insure all images are converted from RGB to CMYK before submitting advertisement. Spot Color (PMS) is available upon request.

Frequency discounts for multiple placements are available. Please ask for details.

Deadline for reserving ad space is 13 calendar days prior to publication date. Ad materials are due in EPS, TIFF, JPG or PDF format at 300 DPI, no later than 10 calendar days prior to publication date. All ads must be camera-ready and submitted by email to [advertise@floridabaptistwitness.com](mailto:advertise@floridabaptistwitness.com) or through other arrangements by calling the WITNESS office at 904-596-3165.

Camera-ready advertisements are required. An additional fee of \$45 per hour (one-hour minimum) assessed on any advertisements that have to be created or adjusted by our graphic designer.

We reserve the right to decline any prospective advertisements. All decisions are final and made by the executive editor.

Contact John C. Hannigan – [advertise@floridabaptistwitness.com](mailto:advertise@floridabaptistwitness.com) or call 800-226-8584 ext. 3165 if you have additional questions.