

# *Baptist Digest Advertising Rates*

The Baptist Digest is a monthly publication and the column inch rate for advertising is \$36 per column inch, based on a 4-column page. The Baptist Digest is a tabloid sheet with the print area measuring 9.375" wide by 12" tall, or 56 picas wide by 72 picas tall. We utilize full-color (cmyk) throughout the publication.

Ads should be sent to [tboyd@kncsb.org](mailto:tboyd@kncsb.org)  
Please include the month you would like the ad to run. Deadline is the 15th for an ad to run in the following month.

Questions should be sent to [tboyd@kncsb.org](mailto:tboyd@kncsb.org) or call 913-221-5552, Tim Boyd.

All ads must be ready for publication. We accept ads prepared in the following formats:

Adobe Acrobat PDF files

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

tiff files

jpg files

eps files

All text, photos and artwork must be converted to cmyk before submission. Photos should be rendered at 200 dpi. Artwork should be rendered at 300 dpi.

**1-column  
ad  
2.25" wide or  
13 picas wide**

**2-column  
ad  
4.625" wide or  
28 picas wide**

**3-column  
ad  
7" wide or  
42 picas wide**

**4-column  
ad  
9.375" wide or  
56 picas wide**

Multiply the height in inches by the number of columns of your ad. Then multiply that number by \$36. Example: A 2-column ad that is 3 inches high would be \$216.

$$\begin{array}{r} 2 \text{ columns} \\ \times 3 \text{ inches} \\ \hline 6 \text{ column inches} \\ \times \$36 \text{ per column inch} \\ \hline \$216 \text{ total} \end{array}$$