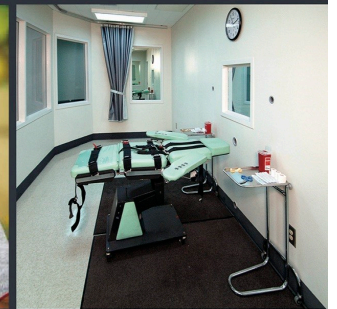# Baptist News Global

Conversations that matter.

Media Guide 2022

Baptistnews.com

DISPLAY ADVERTISING

Whether you're promoting a book, marketing a master's program or rallying support for a cause, Baptistnews.com can offer you an engaged audience with whom to share your message.

Box ads are:

- ☑ Featured on the right-hand side of our site
- ☑ Visible on news and opinion pages
- ☑ Included in our daily e-newsletter, BNG Headlines.

Box display ads
May rotate with other ads

Dimensions
Pixels: 300 (wide) x 250 (tall)
Preferred file format: jpg.

$495
30 days on Baptistnews.com
14 days on BNG Headlines

NATIVE ADVERTISING
PAID PROMOTED CONTENT

With our newest form of advertising, BNG will publish an article written by your organization.

- ☑ Content created by the advertiser
- ☑ Relevant, well-written and of interest to our Baptist audience
- ☑ Clearly marked as 'Paid Content' and posted on home page in the same form as editorial content
- ☑ Included on BNG's e-news, BNG Headlines (6 days a week)
- ☑ Promoted on BNG's Facebook and Twitter pages in the same manner as news stories
- ☑ Content remains on Baptistnews.com permanently

Paid Promoted Content

$395
Featured on home page for one week; published for 5 days on BNG Headlines e-news, and promoted on BNG's social media

Advertiser provides article in Word document, photos and links/tags.

Guidelines for Paid Promoted Content

1.   Paid Promoted content must be submitted to the Ad Manager for approval prior to publication. Advance scheduling is necessary, as space is limited. BNG may reject content which is inconsistent with its mission or does not provide timely and useful information for our readers. If editing is necessary, advertiser will be notified.
2.   Content should be a minimum of 200 words. The ideal length is 500 to 600 words, but there is no limit.
3.   Content should include no more than three links. Links must be applicable to the article and will open in a new window.
4.   Each article can include multiple images—a large image at the top of the landing page and images in the article. Images must support the article and should be submitted as jpeg files.

Conversations that matter.