Founded in 1991, Guide Book Publishing (GBP) is the leader in the direct-mail directory publications industry for local religious and non-profit organizations. Inspired by the communication needs of both organizations and companies, GBP has developed a direct-mail advertising medium that is referenced in over 1.3 million homes for an entire year at an affordable price.
Build Brand Recognition through Multi-Channel Advertising

By the Numbers

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Engaged and Responsive  Page 5
Nation-wide Demographics  Pages 14-16

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- Available for All Publications

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Online Directory & Mobile App
- Available for Select Publications

Product Information  Page 11
Advertising Packages & Rates  Pages 11-13

Contact Us

322 Sovereign Court
St. Louis, MO  63011
636-391-2121
800-597-3037
Fax: 636-391-3172
Email: sales@guidebookpublishing.com
Website: www.guidebookpublishing.com
Working for YOU

- **Serves affluent readership.** An extremely efficient opportunity by focusing on the most desirable demographic households in the market.
- Targets households through **guaranteed direct-mail distribution.**
- **Has a superior shelf life - a full year!** Through QR Codes the advertisements provide flexible information in the printed book. Online Directory & Mobile App advertisements come with two free re-designs during the year.
- **Gains new readers during the year.** New members are also provided with a Guide Book and Directory when they join the congregation.
- Offers modular ad sizes, packages, and rates, allowing the design of a **Personalized Marketing Program** to fit your objectives.
- **Interactive Media**– Complimentary online advertising presence on GBP’s website to increase exposure in multiple mediums for all publications. Online Directory & Mobile App advertisements available for purchase for select publications.
- **Great Public Relations** for you, as the congregation’s positive image will reflect upon your business.

Working for the Members

- Participation by businesses provides this service at absolutely **no cost** to members.
- **The congregation’s only vehicle for describing everything pertinent:** the various ministries, organizations, committees, activities, functions and events all in one location- PLUS 98% of publications include a complete directory of all members.
- The **Online Directory & Mobile App** provides this information to members in real time, 24 hours a day.
As of January 2019, we are in 25 states which equates to:

- 1.37 million households
- 1.80% of all households in those states
- 5.98% of all the households in the zip codes we serve
- Buying power is $86 billion according to the data from www.city-data.com

Target YOUR Audience

GBP can help you build brand loyalty and advocacy because you are supporting a project that is important in the viewer’s eyes through their congregation’s Guide Book & Directory.

Typical GBP Consumer

- Higher Educated & More Affluent
- Average Income of $62,576
- Home Value of $197,063
- 38.3 Years Old
- Attends Church Regularly
Engaged & Responsive

98.4% of families enjoy receiving their books.

92.1% of families would rather patronize one of our advertisers over a non-advertiser.

74.0% of families regularly patronize advertisers in their book.

70.9% of families report that they consciously look to see who is advertising in their book.

97.4% of families still have the previous year’s book in their home after one year.

80.6% of families go out to eat before or after services.

50.0% of families report that they selected a business specifically because that business advertised in their book.

70.5% of families find the Index of Advertisers in the front of each book useful.

46.6% of families report that they have used the Index to locate a particular advertiser.

42 times per year on the average the book is used in each household.

<table>
<thead>
<tr>
<th>Publications By Faith Groups</th>
<th>Number of Books Per Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catholic Publications</td>
<td>69.9%</td>
</tr>
<tr>
<td>Methodist Publications</td>
<td>13.1%</td>
</tr>
<tr>
<td>Lutheran Publications</td>
<td>10.6%</td>
</tr>
<tr>
<td>Other Protestant Publications</td>
<td>4.7%</td>
</tr>
<tr>
<td>Jewish Publications</td>
<td>0.6%</td>
</tr>
<tr>
<td>Non-Religious Publications</td>
<td>1.1%</td>
</tr>
<tr>
<td>0-1,000 Books</td>
<td>45.3%</td>
</tr>
<tr>
<td>1,001-2,500 Books</td>
<td>43.6%</td>
</tr>
<tr>
<td>2,501-4,000 Books</td>
<td>9.2%</td>
</tr>
<tr>
<td>4,001 Books &amp; Up</td>
<td>1.9%</td>
</tr>
</tbody>
</table>
Book Formats
Large Vs. Regular

Book format (regular or large) is typically determined by the number of households in each publication.

• Large Format Books are for publications with approximately 2,500 or more households.

• Regular Format Books are for publications with less than 2,500 households.

Printed
Guide Book & Directory

• Available for All Publications
• Direct-mailed to Members’ Homes
• Published annually
• Includes Complimentary Online Presence on www.guidebookpublishing.com
Dimensions & Rates

Advertisement Sizes

Please use these exact advertisement sizes if submitting a camera ready advertisement. If you are submitting copy for our graphic artists to use in designing the ad, use these sizes as a reference for how much copy space you have purchased.

Regular Format Books: 5.0” x 8.5”

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Back Cover</th>
<th>Inside Covers</th>
<th>Center Spread</th>
<th>Inside Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Full Pages</td>
<td>N/A</td>
<td>N/A</td>
<td>$1645</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1645</td>
<td>$1435</td>
<td>$1400</td>
<td>$1225</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$1400</td>
<td>$1275</td>
<td>$1160</td>
<td>$1017</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1075</td>
<td>$955</td>
<td>$890</td>
<td>$785</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$695</td>
<td>$615</td>
<td>$575</td>
<td>$465</td>
</tr>
</tbody>
</table>

Large Format Books: 8.5” x 11.0”

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Back Cover</th>
<th>Inside Covers</th>
<th>Center Spread</th>
<th>Inside Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Full Pages</td>
<td>N/A</td>
<td>N/A</td>
<td>$1645</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1645</td>
<td>$1435</td>
<td>$1400</td>
<td>$1225</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$1375</td>
<td>$1280</td>
<td>$1220</td>
<td>$1115</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1150</td>
<td>$1105</td>
<td>$985</td>
<td>$915</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$1025</td>
<td>$960</td>
<td>$890</td>
<td>$815</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$900</td>
<td>$835</td>
<td>$880</td>
<td>$710</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$695</td>
<td>$615</td>
<td>$575</td>
<td>$465</td>
</tr>
</tbody>
</table>

Full Color Advertising

Advertising in full digital color is available at an additional cost per advertisement in all prime advertising spaces, not to include inside pages. Full Page/2 Full Pages: $175
3/4 Page: $150
1/2 Page: $125
3/8 Page: $115
1/4 Page: $100 (Regular), $110 (Large)
1/8 Page: $100 (Large)

Multiple Book Discounts

<table>
<thead>
<tr>
<th># of Books</th>
<th>Discount Percentage</th>
<th># of Books</th>
<th>Discount Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-4</td>
<td>5.0%</td>
<td>25-29</td>
<td>17.5%</td>
</tr>
<tr>
<td>5-9</td>
<td>7.5%</td>
<td>30-34</td>
<td>20.0%</td>
</tr>
<tr>
<td>10-14</td>
<td>10.0%</td>
<td>35-39</td>
<td>22.5%</td>
</tr>
<tr>
<td>15-19</td>
<td>12.5%</td>
<td>40 Plus</td>
<td>25.0%</td>
</tr>
<tr>
<td>20-24</td>
<td>15.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Increase Your Ad Exposure

With Our Complimentary Online Advertising

Online Advertising
When a book is published, we will post an electronic version of the guide section and all of the advertisements on our website, www.guidebookpublishing.com. If you include a website address in your ad, viewers will be able to click on that link and be directed to your website (see below). Also included in this complimentary service is an alphabetical listing of the advertisers. If a website link has been provided, the viewer will be able to click on your company name and be directed to a website of your choice (see image to the right). For Q & A’s, turn the page.

Alphabetical Listing Example:

Information about:
• Advertising services,
• Services for Churches,
• Employment opportunities
• Or about Guide Book Publishing is just a tap away...

Display ad example:
Details About GBP’s Complimentary Online Advertising

Who is included in this advertising?
Ads in the printed Guide Book & Directory are in both the Online Guide Section and the Alphabetical Listing.

Where is my online ad located?
Ads are located on the GBP website www.guidebookpublishing.com. We encourage our churches to put a link on their website.

Is there any cost for participating in the online advertising?
No, this is at no charge with the purchase of an advertisement in the printed Guide Book & Directory.

When does the advertisers’ online presence begin?
Within a few weeks after the book publishes.

Does the link go directly to the advertiser’s website or to a re-direct message first?
Links go directly to the advertiser’s website in a new internet browser window.

Where will my ad appear?
Ads are placed in the online Guide Section in the following order: back cover, inside front cover, inside back cover, center spread, last page, inside page, then benefactor ads.

How does the advertiser get a link to their company’s website on GBP’s website?
For the Alphabetical Listing of Advertisers, a website address must be included on their Advertising Agreement. For the Online Guide Section, an actual website link (including the “www.”) has to be in the ad.

Can an advertiser change their website address?
Prior to publication of the printed Guide Book, yes. However, once the book is in print, no.

What happens to the online ads if a church chooses not to publish a book the following year?
If a church skips a year, the ads will remain on the website until the next edition publishes.

What benefit does an advertiser get by being listed on our website if they do not have a link to their company’s website?
The Alphabetical Listing of Advertisers is located in a “web crawler search-able area” of the internet. Web Crawlers (Google, Yahoo, etc.) put items closer to the top of search results based on the number of times the item appears on the internet. Therefore, their business will appear closer to the top of search results on the internet.
We advertise for over 7,000 unique companies a year!
Online Directory & Mobile App

- Available for Select Publications
- Visible for an entire year on computers and mobile devices
- Only available with purchase of a printed Guide Book & Directory advertisement for the same publication

*All online ads appear in full color, provided color copy is provided
Guide Book Publishing is partnering with a leading Online Directory Company to bring this congregation a top-of-the-line Online Directory & Mobile App encrypted with bank-level security. These products allow the members of the congregation one-touch calling, texting, emailing, directions/mapping, uploading photos, and more. For congregation members, the Mobile App is available through their iPhone™, iPad™, iPad Mini™, Android devices™, Kindle Fire™, laptops, and PCs.

**Advertising Opportunities**

To advertise in the Online Directory and Mobile App, you must first purchase an ad in the printed Guide Book & Directory for that congregation.

**Basic Package**  
**Sponsor Ad: $150**
- Includes company logo, QR Code, or small ad 350 x 350 pixels (approx. 2.3” x 2.3” on a cell phone screen)
- Visible 24/7 on three pages (member directory, family directory, and group directory) on computers and mobile devices
- Your company’s name
- Click-navigation to your address
- Click-to-call phone number
- Click-to-website of choice
- Click-to-email
- Can include a coupon code or discount offer line (Limited to 25 characters)

**Premier Package**  
**Banner plus Sponsor Ad: $250**
- Includes a Sponsor Ad along with a Computer Banner Ad 728 x 90 pixels
- Featured placement 24/7 on computers
- Limit of four per book
- Choice of placement: Members, Families, Groups or Staff tab (one tab)
Frequently Asked Questions
Online Directory & Mobile App

Some of the most popular features offered on the mobile app include:

» Easy to use search features
» One-touch calling
» One-touch texting
» One-touch emailing
» One-touch directions and mapping
» Available 24/7 anywhere

How does the pricing structure work?

The price for a Basic or Premier Ad Package is in addition to the cost of the advertisement in the printed Guide Book & Directory. For example, if you purchase a quarter page ad in a regular size book and a Basic Package in the Online Directory & Mobile App it would cost $615. If you purchased the same quarter page ad and a Premier Package, it would cost $715. The multi-book discount for the printed Guide Book & Directory ads do not apply to the Online Directory & Mobile App ads.

How do we submit the logo we want to use?

To submit the graphics and copy you want to appear in the Online Directory & Mobile App, email the information to graphic@guidebookpublishing.com. In the subject line please put “Mobile Directory <Book #>, <Business Name>“. Images may be no larger than 9MB.

Do you have to purchase an advertisement in the printed Guide Book & Directory to purchase an advertisement in the Online Directory & Mobile App?

Yes. The Online Directory & Mobile App is an add-on feature to the printed Guide Book & Directory in the same way that color, special placement, or additional lines are add-on features. All display advertisements and benefactor advertisements qualify regardless of size.

If we purchase an advertisement in one congregation’s Guide Book & Directory, can we purchase an online advertisement for a different congregation without the print ad?

No. To purchase an advertisement in the Online Directory & Mobile App, you must purchase an ad in the same congregation’s printed Guide Book & Directory. Likewise, you cannot purchase an advertisement in a single congregation’s printed Guide Book & Directory and then purchase an advertisement in multiple different congregations Online Directory & Mobile Apps.

Do advertisers in the printed Guide Book & Directory still get complimentary online advertising?

Yes. GBP will continue to post all advertisers’ business names at guidebookpublishing.com/books.php with the website address link provided on the Advertising Agreement. We will also place all display and benefactor ads exactly as they appear in the printed Guide Book & Directory within their Online Guide Section located at guidebookpublishing.com/booklist.php at no charge. However, no complimentary advertisements are available in the Online Directory and Mobile App.

Can advertisers get access to view the Online Directory & Mobile App if they purchase an advertisement within it?

No. We highly value the privacy of our congregations and state that we will not, under any circumstances, sell their information. One main feature of the Online Directory & Mobile App is the ability to call, text & email with one touch. Therefore, advertisers do not have access to the Online Directory & Mobile App unless they are a member of that congregation in order to uphold our promise.
<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Percentage of Households</th>
<th>Number of Households</th>
<th>Churches</th>
<th>Median Income</th>
<th>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alabama:</strong></td>
<td>Birmingham</td>
<td>13.62%</td>
<td>7,850</td>
<td>5</td>
<td>$105,029.00</td>
<td>40.1</td>
</tr>
<tr>
<td></td>
<td>5 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile</td>
<td>5.94%</td>
<td>9,115</td>
<td>6</td>
<td>$55,143.00</td>
<td>37.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>6.63%</td>
<td>26,045</td>
<td>18</td>
<td>$66,889.00</td>
<td>39.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Arkansas:</strong></td>
<td>Fayetteville</td>
<td>8.95%</td>
<td>10,370</td>
<td>5</td>
<td>$55,755</td>
<td>38.0</td>
</tr>
<tr>
<td></td>
<td>7 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Little Rock</td>
<td>6.26%</td>
<td>8,860</td>
<td>7</td>
<td>$41,324.00</td>
<td>35.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>6.77%</td>
<td>24,265</td>
<td>16</td>
<td>$45,214.00</td>
<td>37.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg. Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Colorado:</strong></td>
<td>Denver</td>
<td>6.51%</td>
<td>33,575</td>
<td>16</td>
<td>$67,626.00</td>
<td>35.9</td>
</tr>
<tr>
<td></td>
<td>7 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>5.68%</td>
<td>39,015</td>
<td>16</td>
<td>$67,151.00</td>
<td>35.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Avg. Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Florida:</strong></td>
<td>Orlando</td>
<td>4.17%</td>
<td>9,615</td>
<td>6</td>
<td>$53,301.00</td>
<td>39.9</td>
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<td>9 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tampa/St. Petersburg</td>
<td>8.01%</td>
<td>10,960</td>
<td>6</td>
<td>$47,040.00</td>
<td>50.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>5.93%</td>
<td>34,440</td>
<td>22</td>
<td>$50,536.00</td>
<td>44.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Georgia:</strong></td>
<td>Atlanta</td>
<td>2.55%</td>
<td>8,045</td>
<td>9</td>
<td>$65,905.00</td>
<td>37.1</td>
</tr>
<tr>
<td></td>
<td>8 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>2.55%</td>
<td>8,045</td>
<td>9</td>
<td>$65,905.00</td>
<td>37.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Iowa:</strong></td>
<td>Des Moines</td>
<td>5.81%</td>
<td>13,090</td>
<td>10</td>
<td>$57,912.00</td>
<td>33.8</td>
</tr>
<tr>
<td></td>
<td>10 Churches</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>5.24%</td>
<td>21,300</td>
<td>19</td>
<td>$54,546.00</td>
<td>35.2</td>
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<tr>
<td></td>
<td></td>
<td>21 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Illinois:</strong></td>
<td>Chicago</td>
<td>6.98%</td>
<td>113,590</td>
<td>69</td>
<td>$79,080.00</td>
<td>39.7</td>
</tr>
<tr>
<td></td>
<td>113,590 Households</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rockford</td>
<td>6.98%</td>
<td>9,845</td>
<td>6</td>
<td>$50,001.00</td>
<td>38.9</td>
</tr>
<tr>
<td></td>
<td>9 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>St. Louis</td>
<td>See Missouri</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>6.55%</td>
<td>154,932</td>
<td>107</td>
<td>$69,354.00</td>
<td>38.7</td>
</tr>
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<td></td>
<td>154,932 Households</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Indiana:</strong></td>
<td>Chicago</td>
<td>4.31%</td>
<td>7,150</td>
<td>6</td>
<td>$58,219.00</td>
<td>39.7</td>
</tr>
<tr>
<td></td>
<td>7 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evansville</td>
<td>4.62%</td>
<td>6,190</td>
<td>6</td>
<td>$49,617.00</td>
<td>38.4</td>
</tr>
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<td></td>
<td>6 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ft. Wayne</td>
<td>5.37%</td>
<td>5,350</td>
<td>7</td>
<td>$49,414.00</td>
<td>35.1</td>
</tr>
<tr>
<td></td>
<td>7 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>South Bend</td>
<td>5.48%</td>
<td>11,085</td>
<td>8</td>
<td>$51,014.00</td>
<td>35.4</td>
</tr>
<tr>
<td></td>
<td>8 Churches</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>4.51%</td>
<td>70,425</td>
<td>72</td>
<td>$52,054.00</td>
<td>36.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>72 Churches</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Kansas:</strong></td>
<td>Kansas City</td>
<td>See Missouri</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Wichita</td>
<td>3.97%</td>
<td>8,025</td>
<td>9</td>
<td>$52,614.00</td>
<td>34.2</td>
</tr>
<tr>
<td></td>
<td>8 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>6.74%</td>
<td>32,730</td>
<td>28</td>
<td>$52,054.00</td>
<td>36.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>28 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Kentucky:</strong></td>
<td>Lexington</td>
<td>5.48%</td>
<td>7,040</td>
<td>5</td>
<td>$60,145.00</td>
<td>36.6</td>
</tr>
<tr>
<td></td>
<td>5 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Louisville</td>
<td>5.08%</td>
<td>36,410</td>
<td>35</td>
<td>$60,969.00</td>
<td>39.4</td>
</tr>
<tr>
<td></td>
<td>36,410 Households</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Whole State</td>
<td>5.06%</td>
<td>58,275</td>
<td>55</td>
<td>$59,067.00</td>
<td>38.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>55 Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*These numbers are correct as of January 1st, 2019. The numbers are constantly changing as demographics change, new churches are added, etc. Keep in mind that the zip code demographic information is only updated with new census information. **The percentage of households is the percentage of households in each zip code that publishes a Guide Book & Directory within the metro area or state. The household number is the number of books we publish in that area for households. The Median Income is the individual household income information that has been released by www.city-data.com, as is the Median Age of an individual living in that area.
Demographics By State & Metro Areas

GBP has publications in 25 states. The following information is the distribution numbers for those states and some of our larger metro areas:

Louisiana:
Baton Rouge– 9.60% of Households
30,385 Households
13 Churches
Med. Income of $65,670.00
Med. Age of 36.3

 Houma– 6.32% of Households
9,190 Households
7 Churches
Med. Income of $56,328.00
Med. Age of 36.8

New Orleans– 9.99% of Households
29,595 Households
16 Churches
Med. Income of $55,737.00
Med. Age of 40.3

Whole State– 8.96% of Households
86,045 Households
45 Churches
Med. Income of $59,249.00
Avg. Age of 37.7

Maryland:
Whole State– 2.25% of Households
1015 Households
1 Church
Med. Income of $104,432.00
Med. Age of 39.7

Michigan:
Detroit– 4.44% of Households
24,455 Households
21 Churches
Med. Income of $66,958.00
Med. Age of 39.5

Whole State– 4.19% of Households
86,045 Households
45 Churches
Med. Income of $59,249.00
Avg. Age of 37.7

Minnesota:
Minn./St. Paul– 6.08% of Households
42,550 Households
32 Churches
Med. Income of $74,550.00
Med. Age of 38.4

Whole State– 6.02% of Households
43,340 Households
33 Churches
Med. Income of $73,303.00
Med. Age of 38.7

Mississippi:
Whole State– 4.74% of Households
8,005 Households
6 Churches
Med. Income of $52,321.00
Med. Age of 37.0

Missouri:
Kansas City– 5.81% of Households
46,778 Households
41 Churches
Med. Income of $63,202.00
Med. Age of 37.6

St. Louis– 8.76% of Households
158,182 Households
139 Churches
Med. Income of $67,400.00
Med. Age of 40.1

Whole State– 7.46% of Households
186,543 Households
165 Churches
Med. Income of $62,415.00
Med. Age of 38.7

North Carolina:
Whole State– 1.39% of Households
535 Households
1 Church
Med. Income of $33,513.00
Med. Age of 38.0

Ohio:
Cincinnati– 4.64% of Households
47,525 Households
42 Churches
Med. Income of $61,939.00
Med. Age of 39.4

Cleveland– 7.35% of Households
48,935 Households
32 Churches
Med. Income of $68,766.00
Med. Age of 42.2

Columbus– 3.81% of Households
19,570 Households
16 Churches
Med. Income of $68,541.00
Med. Age of 37.5

Pennsylvania:
Philadelphia– 10.29% of Households
66,210 Households
31 Churches
Med. Income of $87,293.00
Med. Age of 40.7

Pittsburgh– 6.45% of Households
18,315 Households
16 Churches
Med. Income of $63,667.00
Med. Age of 43.5

New Jersey:
Philadelphia– 14.31% of Households
24,970 Households
10 Churches
Med. Income of $83,848.00
Med. Age of 39.3

Whole State– 6.73% of Households
72,185 Households
48 Churches
Med. Income of $71,310.00
Med. Age of 41.9
GBP has publications in 25 states. The following information is the distribution numbers for those states and some of our larger metro areas:

### Demographics By State & Metro Areas

**Tennessee:**
- Knoxville– 5.56% of Households
  - 6,085 Households
  - 5 Churches
  - Med. Income of $48,323.00
  - Med. Age of 39.7
- Memphis– 4.13% of Households
  - 21,165 Households
  - 20 Churches
  - Med. Income of $59,761.00
  - Med. Age of 36.3
- Nashville– 3.46% of Households
  - 18,960 Households
  - 15 Churches
  - Med. Income of $57,871.00
  - Med. Age of 36.6
- Whole State– 4.13% of Households
  - 50,930 Households
  - 43 Churches
  - Med. Income of $56,242.00
  - Med. Age of 37.0

**Texas:**
- Austin– 8.72% of Households
  - 20,250 Households
  - 9 Churches
  - Med. Income of $74,102.00
  - Med. Age of 35.2
- Dallas/Ft. Worth– 7.02% of Households
  - 40,565 Households
  - 18 Churches
  - Med. Income of $73,192.00
  - Med. Age of 36.6
- Houston– 4.60% of Households
  - 47,800 Households
  - 25 Churches
  - Med. Income of $71,429.00
  - Med. Age of 35.0
- San Antonio– 8.27% of Households
  - 42,507 Households
  - 18 Churches
  - Med. Income of $65,544.00
  - Med. Age of 36.6
- Whole State– 6.15% of Households
  - 162,927 Households
  - 79 Churches
  - Med. Income of $68,571.00
  - Med. Age of 35.6

**Wisconsin:**
- Appleton– 5.36% of Households
  - 6,620 Households
  - 7 Churches
  - Med. Income of $43,898.00
  - Med. Age of 36.4
- Milwaukee– 4.98% of Households
  - 31,240 Households
  - 29 Churches
  - Med. Income of $64,385.00
  - Med. Age of 40.3
- Whole State– 4.81% of Households
  - 47,555 Households
  - 45 Churches
  - Med. Income of $59,135.00
  - Med. Age of 39.7

**Overall Company:**
- 5.98% of Households
- 1,374,704 Households
- 1,013 Churches
- Med. Income of $62,576.00
- Med. Age of 38.3

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**Map**

Annual Publications

- **1-14**
- **15-29**
- **30-44**
- **45-59**
- **60+**
Terms & Conditions

1. Payment Policy
All advertising is payable in advance unless credit is approved by Publisher. Failure to receive copies of printed publication and/or proof of the online advertising containing advertisements or disagreement concerning ad size will not be considered a reason to delay payment.

2. Agency Commissions
Rates in this rate card are not subject to either advertising agency commissions or cash discounts.

3. Contract and Copy Regulations
Orders are non-cancelable after deadline. Deadline for display advertising is 21 days prior to publication date. Advertisements in the Online Directory & Mobile App will be providedCTION changes during the publication period. Additional design changes may result in design charges.

4. Application of Discounts
Discount rates apply to the contract year. Only Advertisers signing contracts calling for frequency discounts in the printed publication will be billed at the discount rate. Advertisers will be short-rated if contract is not fulfilled to lowest rate earned. Frequency discounts do not apply to the advertising in the Online Directory & Mobile App.

5. Policy
No advertising will be run without a signed contract. All advertising submitted is subject to the approval of the Publisher. The Publisher reserves the right to refuse any advertising content which does not meet the company’s standards of acceptance. On acceptance, publication is contingent upon space availability. The advertiser understands and agrees not to use information in the Guide Book and Directory for solicitation purposes of any kind. All information in the Guide Book & Directory is solely for the private use of the members. The advertiser understands and agrees that access will not be provided for the Online Directory & Mobile App to protect the privacy of the members. Type of headings, text, etc. shall not be the same or similar to that used in the Guide or Directory sections of the book. Advertisements having the appearance of editorial material must have the word "Advertisement" printed above, and Publisher reserves the right to insert above any copy the word "Advertisement." The Publisher shall not be liable for slight changes or typographical errors which do not lessen the value of an advertisement. The Publisher shall not be liable for any other errors appearing in an online advertisement unless the Publisher received corrected copy before the copy deadline with corrections plainly noted a reasonable length of time before publication.

In the event of an error in a printed advertisement for which the Publisher is liable as herein defined, its liability shall be limited to republishing the advertisement in a subsequent issue (at regular rate). The subject matter, wording, illustrations and typography of all advertising are subject to the approval of the Publisher, but unless otherwise authorized in advance, no change will be made without the consent of the Agency or Advertiser. The Advertiser and/or Advertising Agency agrees to defend and indemnify the Publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names of patents, violations of privacy and infringement of copyrights and proprietary rights resulting from the publication of the Advertiser's advertisements. Advertisers and Agencies forwarding orders to the Publisher which contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions in force at the time. The Publisher reserves the right to change its advertising rates and conditions set forth on its rate card at any time, in which event the Publisher may amend or cancel its contract or space reservation order as of the date the change of rates or condition takes effect. The Publisher reserves the right to place the advertisement in a different nearby local publication if, due to circumstances beyond its control, the contracted book and/or online directory are not published or become unreasonably delayed in publication. Advertiser agrees to pay a finance charge of 1.5% per month (18% per annum) on amounts past due (30 days) and agrees to pay reasonable attorney fees and court or collection costs for printed advertisements. Advertiser agrees that online advertisements will be removed from the Online Directory & Mobile App for failure to pay in a timely basis. Claims for adjustment due to error must be made within 14 days of insertion. The Publisher is liable only for the first insertion.