

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 1.1 million homes for an entire year at an affordable price.

**GBP** Guide Book Publishing

Direct Mail Advertising that Works

Local Advertising Feel for Nationwide Organizations

# Build Brand Recognition through Multi-Channel Advertising

## By the Numbers

**Working for You**  
**Consumer Profile**  
**Engaged and Responsive**  
**Nation-wide Demographics**

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## Printed Guide Book & Directory

- Available for All Publications

**Product Information**  
**Dimensions & Rates**  
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**Previous Advertisers**

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## Online Directory & Mobile App

- Available for Select Publications

**Product Information**  
**Advertising Packages & Rates**

Page 11  
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](mailto:sales@guidebookpublishing.com)**  
**Website: [www.guidebookpublishing.com](http://www.guidebookpublishing.com)**

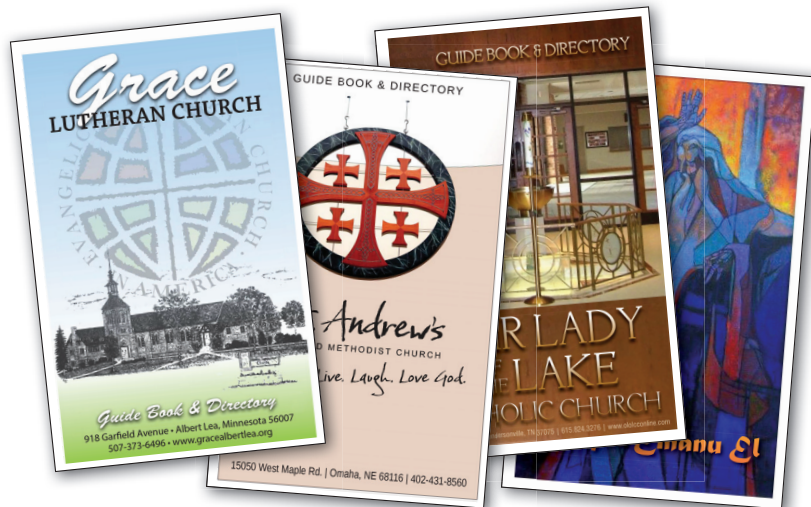


# Working for YOU



- **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.

Multiple Faiths and Denominations

Direct-Mailed to Every Home



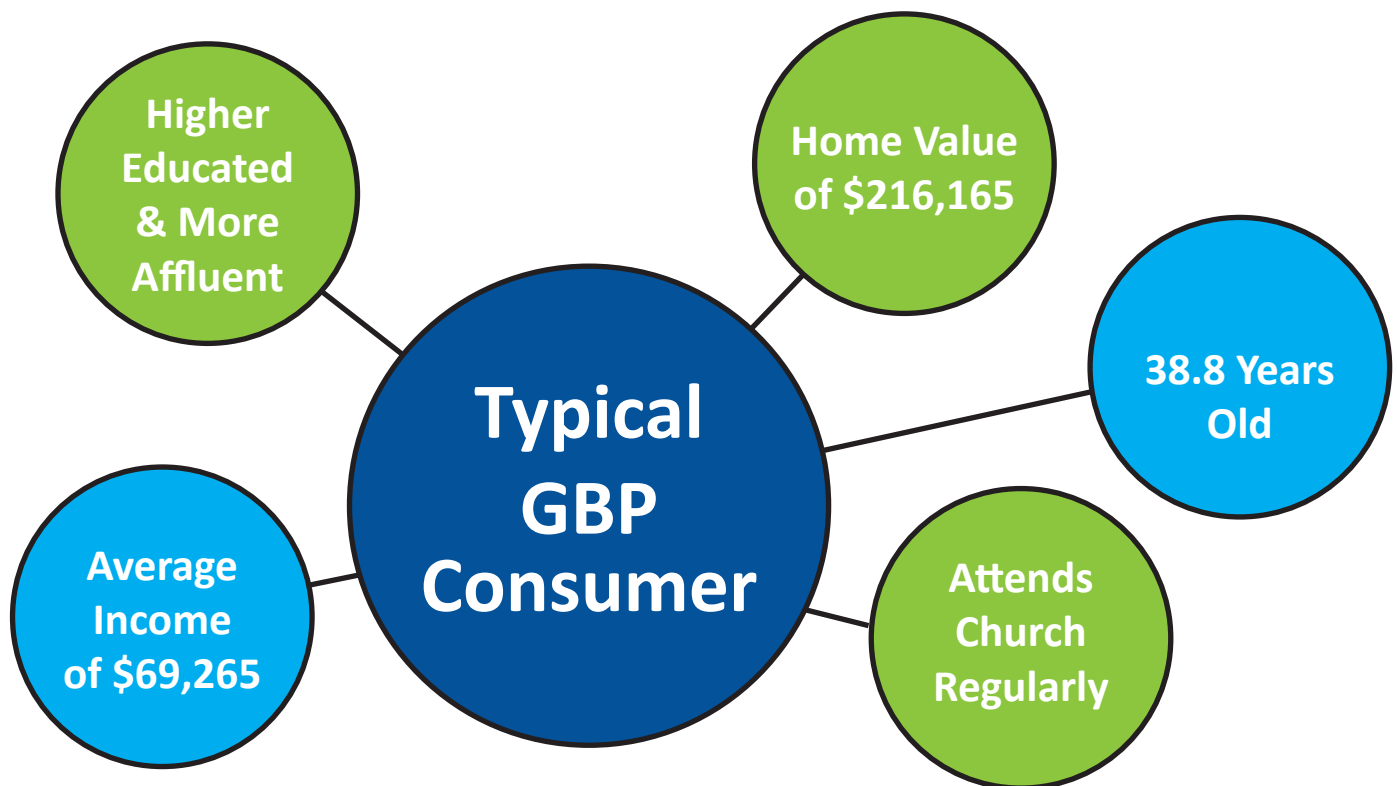
# Consumer Profile

As of January 2021, we are in 25 states which equates to:

- 1.15 million households
- 1.80% of all households in those states
- 5.69% of all the households in the zip codes we serve
- Buying power is \$80.1 billion according to the data from [www.city-data.com](http://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.

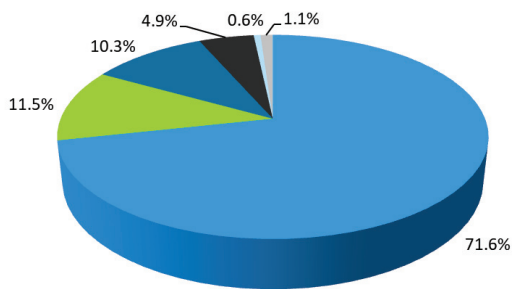




# Engaged & Responsive

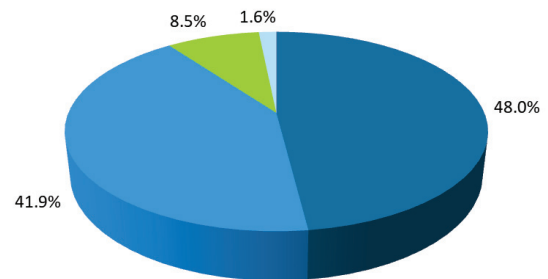
- 98.4%** of families **enjoy receiving** their books.
- 92.1%** of families **would rather patronize one of our advertisers over a non-advertiser.**
- 74.0%** of families **regularly patronize advertisers in their book.**
- 70.9%** of families report that they **consciously look** to see who is advertising 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.

**Publications By Faith Groups**



Catholic Publications	71.6%
Methodist Publications	11.5%
Lutheran Publications	10.3%
Other Protestant Publications	4.9%
Jewish Publications	0.6%
Non-Religious Publications	1.1%

**Number of Books Per Publication**



0-1,000 Books	48.0%
1,001-2,500 Books	41.9%
2,501-4,000 Books	8.5%
4,001 Books & Up	1.6%

# Printed

## Guide Book & Directory

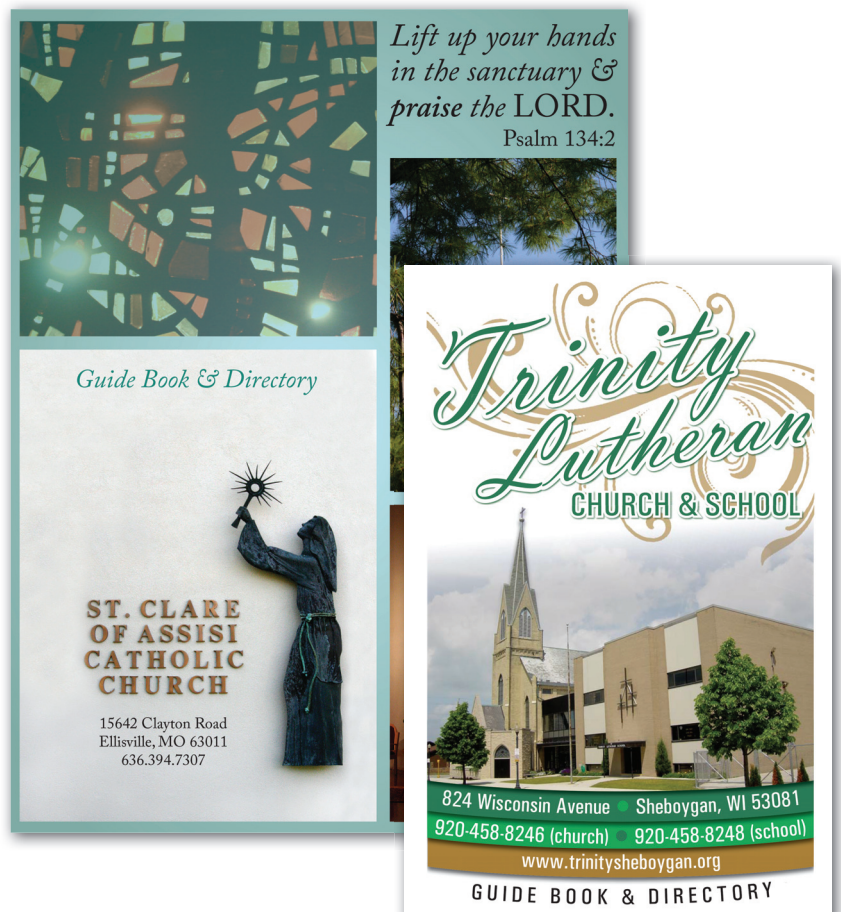
- Available for All Publications
- Direct-mailed to Members' Homes
- Published annually
- Includes Complimentary Online Presence on [www.guidebookpublishing.com](http://www.guidebookpublishing.com)

## 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.



# Dimensions & Rates

## Advertisement Pricing

When purchasing advertisements in multiple books there are discounts available (see chart below). Contact us if you would like a proposal for mass advertising or for a bartering proposal.

## Advertising Locations

GBP offers advertising in the following locations within each Guide Book & Directory: Back Cover, Inside Front Cover, Inside Back Cover, Center Spread, and Inside Pages. Contact us for availability in particular Guide Book & Directories.

## 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.

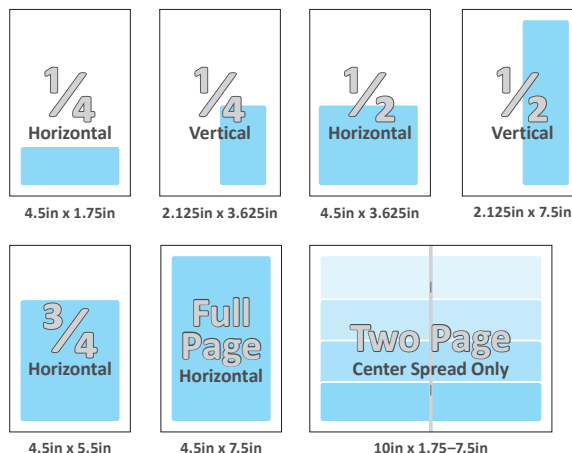
## Multiple Book Discounts

# of Books	Discount Percentage	# of Books	Discount Percentage
2-4	5.0%	25-29	17.5%
5-9	7.5%	30-34	20.0%
10-14	10.0%	35-39	22.5%
15-19	12.5%	40 Plus	25.0%
20-24	15.0%		

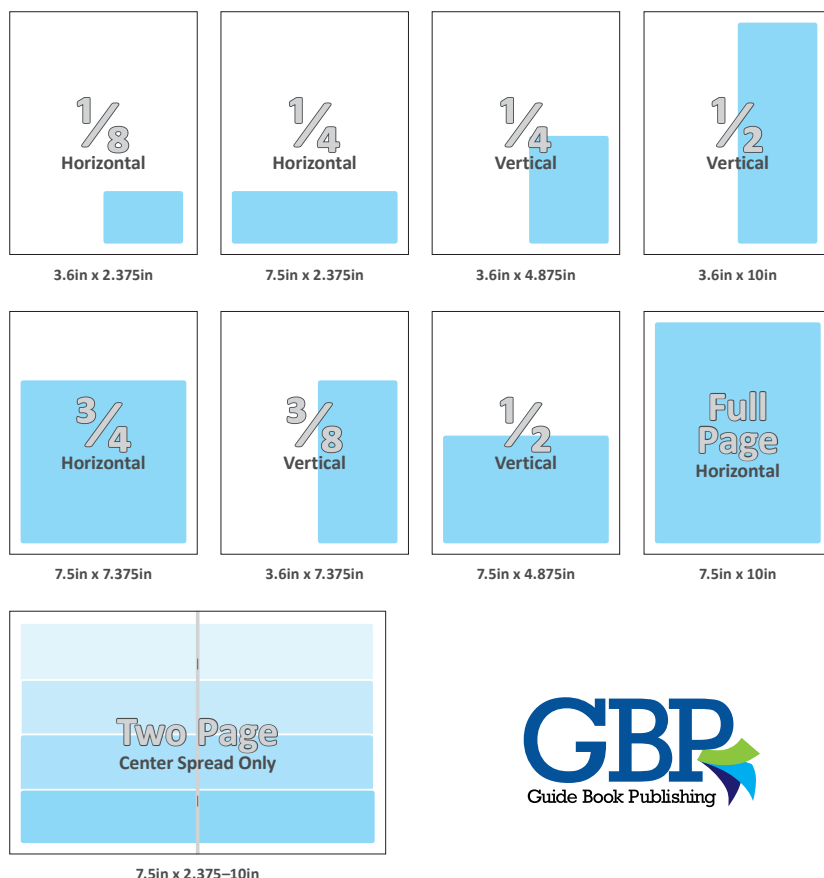
## Advertisement Sizes

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"



### Large Format Books: 8.5" x 11.0"



# 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](http://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:*

**GBP Guide Book Publishing**

About Map Advertisers Publications Employment Current Employees Contact

[How Guide Book Works](#)  
[Design Services](#)  
[Ad Specifications](#)  
[Media Kit](#)  
[Major Accounts](#)

On this page you will find a list of every advertiser currently in a Guide Book & Directory sorted by individual congregations. To find a particular Guide Book & Directory click on the name of the state the congregation is located within, followed by the name of the city, and then the name of the congregation itself. Once there if you click on "view website" next to the name of a business you will be taken directly to their website.

If you are a member of one of our congregations and have the four digit book # from the back spine of the book, you may enter that number into the search bar, prepended with a # sign, to go directly to your book's list of advertisers. (ex. #1750)

If you find a broken website link, please email up at [amandavogt@guidebookpublishing.com](mailto:amandavogt@guidebookpublishing.com) and we will get it fixed.

SEARCH ADVERTISERS

States with Guide Book & Directories:

Alabama  
Arkansas  
Colorado  
Georgia  
Illinois  
Indiana  
Kansas  
Kentucky  
Louisiana  
Michigan  
Minnesota  
Missouri  
Clayton  
Creve Coeur  
Our Lady of the Pillar Parish #125  
TOM JON'S CATERING View Website  
SCHNEITHORST'S RESTAURANT View Website  
SCHNARR'S TRUE VALUE HARDWARE View Website  
SAFE DEPOSIT COMPANY, THE View Website  
PRUDENTIAL - GORRIS View Website  
PARIC CORPORATION View Website  
OPEN DOOR DOG/CAT ADOPTION AGT View Website  
OFFICE OF CATHOLIC SCOUTING View Website  
MCKNIGHT PLACE EXTENDED CARE View Website  
MARTHA'S HANDS View Website  
LUPTON CHAPEL View Website  
LOU FUSZ AUTOMOTIVE NETWORK View Website  
LORDO'S DIAMONDS View Website  
LAFAYETTE INDUSTRIES View Website  
KRIEGSHAUSER WEST MORTUARY  
HABCO PARTNERSHIP, INC. View Website  
GAMMA TREE EXPERTS View Website  
FACIAL PLASTIC & COSMETIC SURGERY CENTER View Website  
DOXEY R. SHELTON, D.M.D. View Website  
DEBRA K. SCHUSTER, PC View Website  
BRANDT & SONS ACE HARDWARE View Website  
BOPP CHAPEL FUNERAL DIRECTORS View Website  
BLUE OCEAN PORTFOLIOS View Website  
Ellisville  
Excelsior Springs  
Farmington  
Festus  
Florissant  
High Ridge  
Kansas City  
Lee's Summit  
Normandy  
Richmond Heights  
Shrewsbury  
Springfield  
St. Charles  
St. Louis  
Nebraska  
Ohio  
Oklahoma  
Pennsylvania  
Tennessee  
Texas

*Display ad example:*

**Information about:**

- Advertising services,
- Services for Churches,
- Employment opportunities
- Or about Guide Book Publishing

is just a tap away...

**GBP**

WHERE DIRECT MAIL SUCCEEDS.

[www.guidebookpublishing.com](http://www.guidebookpublishing.com)



# 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](http://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.

**For Additional Information, Call The Home Office**

**800-397-5057 • (Local) 636-391-2121**



**322 Sovereign Ct. • St. Louis, MO 63011**

# Sample Advertisers

**Funeral Homes & Crematory**  
Your neighborhood funeral home and crematory has been family-owned since 1868, and the choice for generations of West County families.  
Hollaway, Ballwin • 2 Miles West of MO 141  
636-227-5511  
Schrader.com  
Lic ID# 2508R

**AAA Insurance**  
**Ace Hardware**  
**Allstate**  
Get great local service

**American Family Insurance**  
**American Sr. Communities**  
**Berkshire Hathaway**  
**Best Western**  
**Capital Senior Living**  
**CarStar**  
**Catholic Cemeteries**  
**Coldwell Banker**  
**Comfort Suites**  
**Dairy Queen**  
**Days Inn**  
**Dignity Memorial**  
**Edward Jones**  
**Fairfield Inn & Suites**  
**Farmers Insurance**  
**Holiday Inn**  
**Keller Williams**  
**Knights of Columbus**  
**Little Caesars**  
**Leafguard Beldon**  
**Lutheran Family & Children's Services**  
**Marriott**  
**Nationwide Insurance**  
**Papa John's**  
**Pundmann Ford**  
**Ramada**  
**Re/Max**  
**Schrader Funeral Home**  
**Shirley Brothers Mortuary**  
**State Farm**  
**Sylvan Learning Center**  
**Thrivent Financial**  
**Visiting Angels**

**OUTDOOR LIVING INC.**  
Decks • Fences • Material Supp  
Decks • Gazebos • Porches • Fences • Pergolas  
Outdoor Kitchens • Decking Material  
(314) 966-3325  
Family owned since 1991  
845 S. Holmes Avenue  
www.outdoorlivinginc.com

**visionfirst™**  
845 S. Holmes Avenue  
www.outdoorlivinginc.com

**Northeast Ophthalmology**  
260-422-EYES (39)  
3301 Lake Avenue (just east of Hobs)  
Natalia Fedoriv, M.D. Barbara Schroeder, M.D.

**McGILLEY & HOGE**  
12301 State Line Road  
8024 Santa Fe Drive  
Peter McGill  
Away From Home Protection®  
National Transferability | Pers

**FAITH**  
and her ability to  
further  
believe in

**We Care For**

**Sunshine Home Health Care**  
HEALTH CARE IN CARMEL.  
St. Vincent Carmel Hospital offers an ever-expanding array of services in one of the area's most modern healthcare environments, all in The Spirit of Caring.  
Services include:  
Emergency care

**MIFFB247**  
HEATING • COOLING • PLUMBING  
Commercial • Residential  
016 720 1755

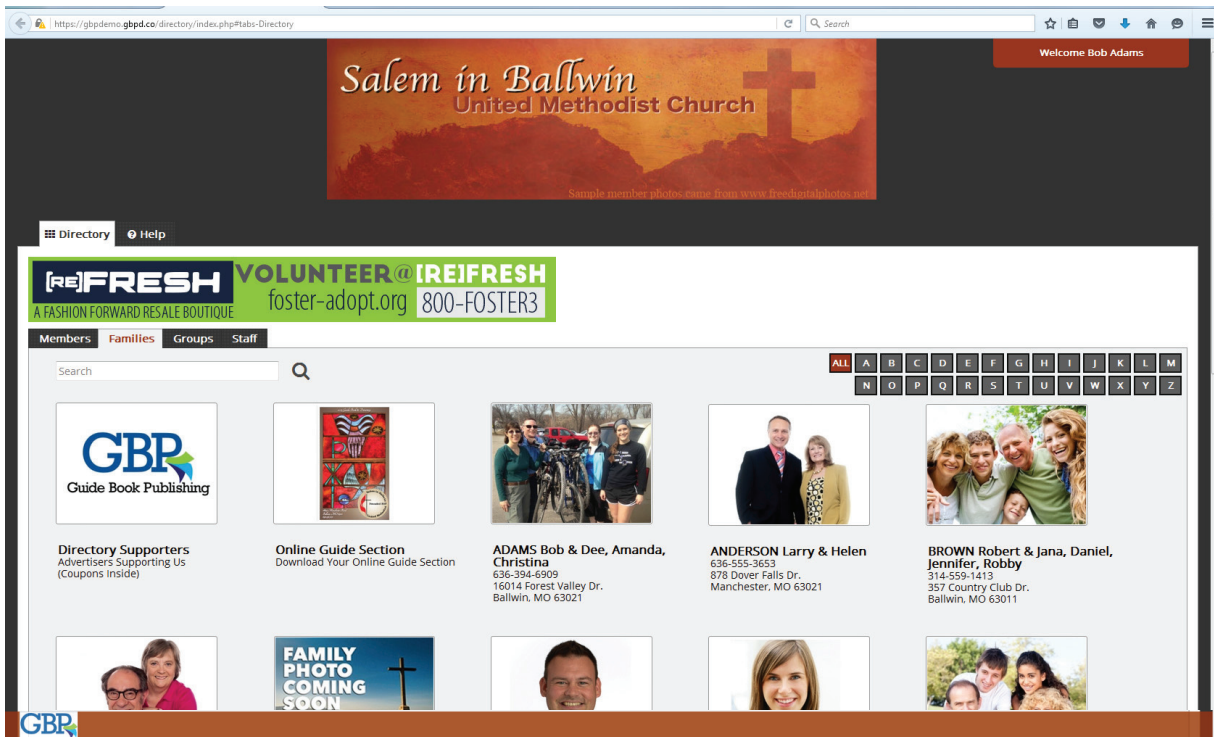
**MIKE SORG REALTORS®**  
MikeSorgRealtors.com  
DOWNTOWN ST. LOUIS, MO 63102  
barnett@washington.com

**MIKE SORG REALTORS®**  
MikeSorgRealtors.com  
DOWNTOWN ST. LOUIS, MO 63102  
barnett@washington.com

**MIKE SORG REALTORS®**  
MikeSorgRealtors.com  
DOWNTOWN ST. LOUIS, MO 63102  
barnett@washington.com

We advertise  
for over  
7,000  
unique companies  
a year!

# Online Directory & Mobile App



\*All online ads appear in full color, provided color copy is provided

**GBP** Guide Book Publishing

Online Directory & Mobile App Families Tab



GBP Guide Book Publishing

Online Directory & Mobile App Members Tab



GBP Guide Book Publishing

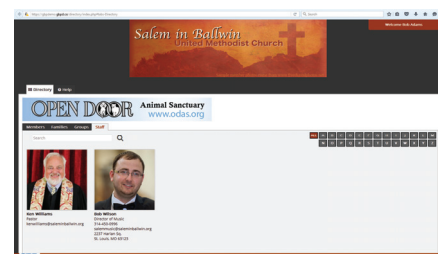
Online Directory & Mobile App Groups Tab

- 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



GBP Guide Book Publishing

\*All online ads appear in full color, provided color copy is provided  
Online Directory & Mobile App Basic Package



GBP Guide Book Publishing

\*All online ads appear in full color, provided color copy is provided  
Online Directory & Mobile App Staff Tab





## Advertising Packages

### Online Directory & Mobile App



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.

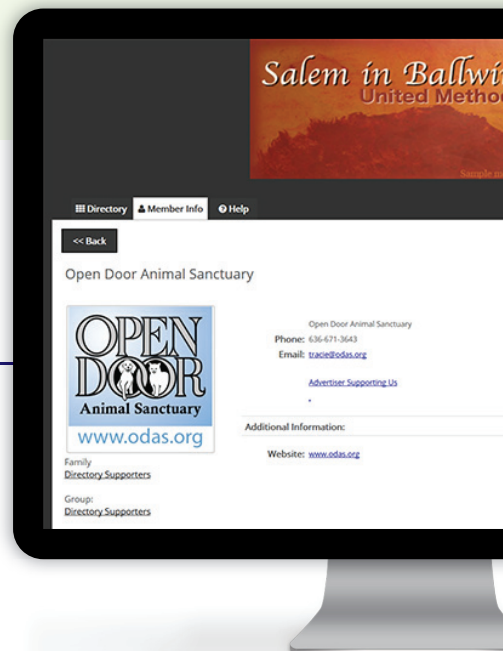
### Advertising Opportunities

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**

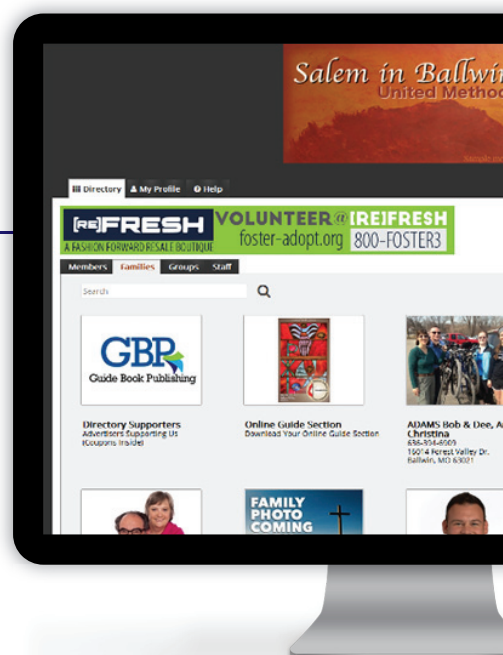
- » Includes company logo, QR Code, or small ad 350 x 350 pixels (approx. 2.3" x 2.3" on a cell phone screen)
- » Visible 24/7 on three pages (member directory, family directory, and group directory) on computers and mobile devices
- » Your company's name
- » Click-navigation to your address
- » Click-to-call 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)



Guide Book Publishing



# 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 \$650. If you purchased the same quarter page ad and a Premier Package, it would cost \$750. 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](mailto: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](http://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](http://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.

# Demographics By State & Metro Areas

## Alabama:

Birmingham— 9.35% of Households  
5,425 Households  
4 Churches  
Med. Income of \$109,280.00  
Med. Age of 39.8  
Mobile— 5.72% of Households  
8,985 Households  
6 Churches  
Med. Income of \$57,224.00  
Med. Age of 38.2  
Whole State— 6.22% of Households  
21,455 Households  
15 Churches  
Med. Income of \$72,313.00  
Med. Age of 40.0

## Arkansas:

Fayetteville— 10.26% of Households  
9,595 Households  
4 Churches  
Med. Income of \$56,590.00  
Med. Age of 39.0  
Little Rock— 6.65% of Households  
7,150 households  
6 Churches  
Med. Income of \$46,410.00  
Med. Age of 37.1  
Whole State— 7.22% of Households  
21,785 Households  
14 Churches  
Med. Income of \$47,552.00  
Avg. Age of 37.2

## Colorado:

Denver— 5.75% of Households  
23,595 Households  
13 Churches  
Med. Income of \$80,911.00  
Med. Age of 38.0  
Whole State— 4.93% of Households  
26,925 Households  
17 Churches  
Med. Income of \$81,120.00  
Med. Age of 37.6

## Florida:

Orlando— 4.06% of Households  
10,510 Households  
6 Churches  
Med. Income of \$51,437.00  
Med. Age of 37.3  
Tampa/St. Petersburg— 7.63% of Households  
8,935 Households  
5 Churches  
Med. Income of \$46,857.00  
Med. Age of 51.3  
Whole State— 5.33% of Households  
30,745 Households  
20 Churches  
Med. Income of \$52,359.00  
Med. Age of 42.4

## Georgia:

Atlanta— 1.95% of Households  
4,905 Households  
7 Churches  
Med. Income of \$75,497.00  
Med. Age of 38.0  
Whole State— 1.95% of Households  
4,905 Households  
7 Churches  
Med. Income of \$75,497.00  
Med. Age of 38.0

## Iowa:

Des Moines— 5.73% of Households  
11,400 Households  
9 Churches  
Med. Income of \$62,828.00  
Med. Age of 35.1  
Whole State— 5.30% of Households  
20,184 Households  
18 Churches  
Med. Income of \$57,411.00  
Med. Age of 36.1

## Illinois:

Chicago— 6.17% of Households  
88,313 Households  
58 Churches  
Med. Income of \$85,006.00  
Med. Age of 40.0  
Rockford— 7.47% of Households  
8,810 Households  
5 Churches  
Med. Income of \$56,040.00  
Med. Age of 39.4  
Springfield— 4.57% of Households  
4,970 Households  
5 Churches  
Med. Income of \$43,430.00  
Med. Age of 39.7  
St. Louis— See Missouri  
Whole State— 5.95% of Households  
123,569 Households  
92 Churches  
Med. Income of \$74,258.00  
Med. Age of 39.5

## Indiana:

Chicago— 4.55% of Households  
7,535 Households  
6 Churches  
Med. Income of \$61,469.00  
Med. Age of 40.1  
Evansville— 4.59% of Households  
4,645 Households  
5 Churches  
Med. Income of \$55,819.00  
Med. Age of 40.0  
Ft. Wayne— 5.97% of Households  
3,250 Households  
5 Churches  
Med. Income of \$48,980.00  
Med. Age of 34.6  
Indianapolis— 3.86% of Households  
23,630 Households  
26 Churches  
Med. Income of \$56,242.00  
Med. Age of 36.1  
South Bend— 5.56% of Households  
9,805 Households  
7 Churches  
Med. Income of \$57,950.00  
Med. Age of 36.1  
Whole State— 4.14% of Households  
58,985 Households  
61 Churches  
Med. Income of \$55,183.00  
Med. Age of 37.7

## Kansas:

Kansas City— See Missouri  
Wichita— 4.12% of Households  
7,185 Households  
8 Churches  
Med. Income of \$59,863.00  
Med. Age of 34.8  
Whole State— 6.85% of Households  
31,600 Households  
26 Churches  
Med. Income of \$64,331.00  
Med. Age of 36.6

## Kentucky:

Cincinnati— See Ohio  
Lexington— 7.20% of Households  
6,705 Households  
4 Churches  
Med. Income of \$68,485.00  
Med. Age of 37.5  
Louisville— 5.24% of Households  
31,964 Households  
29 Churches  
Med. Income of \$65,919.00  
Med. Age of 39.6  
Whole State— 5.06% of Households  
50,576 Households  
46 Churches  
Med. Income of \$64,552.00  
Med. Age of 39.4

\*These numbers are correct as of January 1st, 2021. 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– 7.33% of Households  
22,625 Households  
11 Churches  
Med. Income of \$62,740.00  
Med. Age of 35.2  
Houma– 6.51% of Households  
7,485 Households  
6 Churches  
Med. Income of \$59,815.00  
Med. Age of 37.1  
New Orleans– 8.72% of Households  
24,945 Households  
14 Churches  
Med. Income of \$64,568.00  
Med. Age of 40.0  
Whole State– 7.55% of Households  
63,729 Households  
37 Churches  
Med. Income of \$63,092.00  
Avg. Age of 37.7

## Maryland:

Whole State– 2.21% of Households  
1020 Households  
1 Church  
Med. Income of \$37,933.00  
Med. Age of 33.2

## Michigan:

Detroit– 4.80% of Households  
20,475 Households  
17 Churches  
Med. Income of \$73,254.00  
Med. Age of 38.8  
Whole State– 4.34% of Households  
27,460 Households  
25 Churches  
Med. Income of \$67,621.00  
Med. Age of 39.1

## Minnesota:

Minn. /St. Paul– 5.04% of Households  
31,425 Households  
27 Churches  
Med. Income of \$79,059.00  
Med. Age of 39.0  
Whole State– 5.00% of Households  
32,215 Households  
28 Churches  
Med. Income of \$77,832.00  
Med. Age of 39.3

## Missouri:

Kansas City– 5.72% of Households  
42,340 Households  
37 Churches  
Med. Income of \$66,307.00  
Med. Age of 37.9  
St. Louis– 8.21% of Households  
142,705 Households  
126 Churches  
Med. Income of \$72,788.00  
Med. Age of 40.6  
Whole State– 7.14% of Households  
166,436 Households  
148 Churches  
Med. Income of \$67,214.00  
Med. Age of 39.1

## Mississippi:

Whole State– 4.49% of Households  
7,590 Households  
6 Churches  
Med. Income of \$54,999.00  
Med. Age of 38.0

## North Carolina:

Whole State– 1.43% of Households  
550 Households  
1 Church  
Med. Income of \$33,513.00  
Med. Age of 38.0

## Nebraska:

Omaha– 8.01% of Households  
24,995 Households  
15 Churches  
Med. Income of \$65,075.00  
Med. Age of 35.1  
Whole State– 8.01% of Households  
24,995 Households  
15 Churches  
Med. Income of \$65,075.00  
Med. Age of 35.1

## New Jersey:

Philadelphia– See Pennsylvania  
Whole State– 13.14% of Households  
16,445 Households  
6 Churches  
Med. Income of \$77,892.00  
Med. Age of 37.6

## Ohio:

Cincinnati– 5.57% of Households  
47,372 Households  
44 Churches  
Med. Income of \$64,183.00  
Med. Age of 39.3  
Cleveland– 6.71% of Households  
43,740 Households  
31 Churches  
Med. Income of \$69,975.00  
Med. Age of 42.2  
Columbus– 3.35% of Households  
17,720 Households  
15 Churches  
Med. Income of \$74,864.00  
Med. Age of 37.9  
Dayton– 5.64% of Households  
12,420 Households  
11 Churches  
Med. Income of \$58,396.00  
Med. Age of 39.8  
Whole State– 5.31% of Households  
119,724 Households  
98 Churches  
Med. Income of \$67,034.00  
Med. Age of 40.4

## Oklahoma:

Oklahoma City– 3.69% of Households  
9,845 Households  
9 Churches  
Med. Income of \$61,369.00  
Med. Age of 35.3  
Tulsa– 7.43% of Households  
11,842 Households  
8 Churches  
Med. Income of \$60,733.00  
Med. Age of 38.6  
Whole State– 5.09% of Households  
21,687 Households  
17 Churches  
Med. Income of \$61,114.00  
Med. Age of 36.7

## Pennsylvania:

Philadelphia– 9.21% of Households  
50,300 Households  
25 Churches  
Med. Income of \$89,842.00  
Med. Age of 40.2  
Pittsburgh– 7.18% of Households  
16,350 Households  
12 Churches  
Med. Income of \$146,378.00  
Med. Age of 43.5  
Whole State– 6.86% of Households  
59,822 Households  
39 Churches  
Med. Income of \$99,916.00  
Med. Age of 42.1

# 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:

## Tennessee:

Knoxville— 5.48% of Households  
5,970 Households  
5 Churches  
Med. Income of \$52,410.00  
Med. Age of 40.3  
Memphis— 3.77% of Households  
18,094 Households  
18 Churches  
Med. Income of \$64,238.00  
Med. Age of 36.7  
Nashville— 3.25% of Households  
16,975 Households  
13 Churches  
Med. Income of \$58,466.00  
Med. Age of 36.2  
Whole State— 3.89% of Households  
45,714 Households  
39 Churches  
Med. Income of \$59,134.00  
Med. Age of 37.2

## Texas:

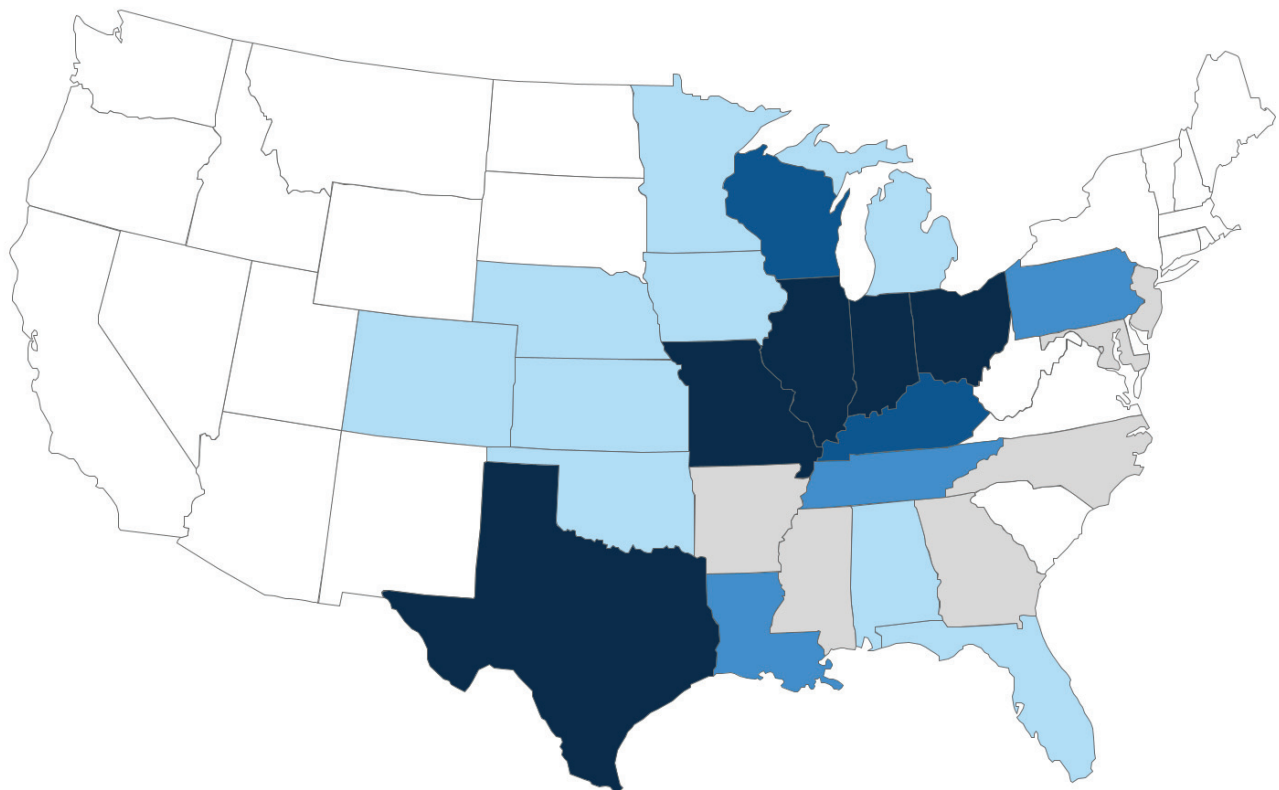
Austin— 8.81% of Households  
17,130 Households  
8 Churches  
Med. Income of \$180,883.00  
Med. Age of 35.9  
Dallas/Ft. Worth— 7.18% of Households  
41,370 Households  
17 Churches  
Med. Income of \$75,914.00  
Med. Age of 38.7  
Houston— 5.02% of Households  
42,911 Households  
19 Churches  
Med. Income of \$78,320.00  
Med. Age of 35.9  
San Antonio— 6.96% of Households  
26,496 Households  
11 Churches  
Med. Income of \$72,921.00  
Med. Age of 38.1  
Whole State— 6.04% of Households  
133,302 Households  
61 Churches  
Med. Income of \$89,016.00  
Med. Age of 37.0

## Wisconsin:

Appleton— 3.40% of Households  
4,265 Households  
6 Churches  
Med. Income of \$60,252.00  
Med. Age of 37.1  
Milwaukee— 5.64% of Households  
32,125 Households  
30 Churches  
Med. Income of \$69,293.00  
Med. Age of 40.9  
Whole State— 4.93% of Households  
45,725 Households  
45 Churches  
Med. Income of \$65,200.00  
Med. Age of 40.2

## Overall Company:

5.68% of Households  
1,157,143 Households  
882 Churches  
Med. Income of \$69,265.00  
Med. Age of 38.8



Annual Publications

1-14

15-29

30-44

45-59

60+



# Contact Us

322 Sovereign Court

St. Louis, MO 63011

636-391-2121

800-597-3037

Fax: 636-391-3172

Email: [sales@guidebookpublishing.com](mailto:sales@guidebookpublishing.com)

Website: [www.guidebookpublishing.com](http://www.guidebookpublishing.com)



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