

Judson Press Introduces Affiliate Program for American Baptist Regions

VALLEY FORGE, PA (ABNS 04-17-08)—Judson Press has unveiled a new affiliate program, “Regional Rewards,” for American Baptist regions, designed to provide participating regions with a share of Judson Press sales generated by customers in that region.

Regions receive the “Regional Rewards” logo, a link to the Judson Press Web site, and a specific ordering code, which they promote to local churches and members. When customers shop online at www.judsonpress.com, they enter their region’s code at checkout, and the region receives a check worth 10% of total sales from its code each quarter.

According to Publisher Laura Alden, the program is truly a win-win. “Regions generate income for ministry, and Judson Press enjoys increased visibility on region Web sites and in communication to the churches. The most important thing for the regions to do is to familiarize local churches and members with the program and their code. That will determine how financially rewarding it is.”

Currently, seven regions participate in “Regional Rewards,” including Evergreen, Massachusetts, Mid-America, Nebraska, New Jersey, Rhode Island and Wisconsin. Judson College in Elgin, Ill., is also a member of the program.

Other regions or organizations interested in participating should contact Marketing Director Kim Shimer at 800-222-3872, ext. 2458, or kim.shimer@abc-usa.org.

Founded in 1824, Judson Press—a publishing ministry of National Ministries, American Baptist Churches USA—produces Christ-centered leadership resources for the transformation of persons, congregations, communities and cultures.