

BISON WORLD

THE OFFICIAL MAGAZINE OF THE NATIONAL BISON ASSOCIATION

Marilyn Wentz, Advertising Director/Editor
 p: 303/292-2833 ext: 301
 f: 303/845-9081
 e: marilyn.wentz@tds.net

National Bison Association
 8690 Wolff Ct. #200, Westminster, CO 80031

2010 ADVERTISING RATE SHEET

NBA MEMBER ADVERTISING RATES

AD SIZES	PREMIUM PAGE AD RATES	
	Four Consecutive Placements (cost per placement)	One placement
FULL PAGE	\$ 530.00	\$ 655.00
2/3 PAGE	\$ 430.00	\$ 545.00
1/2 PAGE	\$ 330.00	\$ 425.00
1/3 PAGE	\$ 230.00	\$ 285.00
1/4 PAGE	\$ 170.00	\$ 215.00
1/8 PAGE	\$ 100.00	\$ 125.00

AD SIZES	PREMIUM PAGE AD RATES	
	Four Consecutive Placements	One placement
INSIDE COVERS		
FRONT & BACK	\$ 950.00	\$1,195.00
OPPOSITE INSIDE COVERS		
FRONT & BACK	\$ 950.00	\$1,195.00
OUTSIDE BACK COVER	\$1,000.00	\$1,255.00
CENTER SPREAD	\$1,210.00	\$1,505.00

Color cost per insertion \$200.00—Color cost is in addition to above prices

NON-MEMBER ADVERTISING RATES

AD SIZES	PREMIUM PAGE AD RATES	
	Four Consecutive Placements (cost per placement)	One placement
FULL PAGE	\$ 990.00	\$ 1,105.00
2/3 PAGE	\$ 710.00	\$ 825.00
1/2 PAGE	\$ 550.00	\$ 635.00
1/3 PAGE	\$ 380.00	\$ 425.00
1/4 PAGE	\$ 260.00	\$ 305.00
1/8 PAGE	\$ 140.00	\$ 185.00

AD SIZES	PREMIUM PAGE AD RATES	
	Four Consecutive Placements	One placement
INSIDE COVERS		
FRONT & BACK	\$1,210.00	\$1,375.00
OPPOSITE INSIDE COVERS		
FRONT & BACK	\$1,210.00	\$1,375.00
OUTSIDE BACK COVER	\$1,430.00	\$1,595.00
CENTER SPREAD	\$1,540.00	\$1,705.00

Color cost per insertion \$200.00—Color cost is in addition to above prices

AD SPECIFICATIONS AND SIZES

AD SIZES (width by height)

FULL PAGE	Image area 7 1/2" X 10" Trim size 8 3/8" X 10 7/8" Full bleed 8 5/8 X 11 1/8
2/3 PAGE	vertical 4 3/4" x 9 1/2" horizontal 7 1/4" x 6 1/4"
1/2 PAGE	vertical 3 1/2" x 9 1/2" horizontal 7 1/4" x 4 3/4"
1/3 PAGE	vertical 2 1/4" x 9 1/2" horizontal 7 1/4" x 3"
1/4 PAGE	vertical only 3 1/2" x 4 3/4"
1/8 PAGE	vertical 2" x 3 1/2" horizontal 3 1/2" x 2"

Bison World accepts **ONLY** digital ads. Film or hard copy will not be accepted. If you are unable to supply your ad digitally according to the specifications below you may choose to have your ad produced by Direct Design. Contact Anita at (303) 778-1778 or email anita@directmailservices.com. You may also have an agency, design firm or printer produce your digital ad for you.

ACCEPTABLE FILE FORMATS:

TIF, EPS, JPG or PDF file formats. When making a PDF use Acrobat Distiller 4.05 or higher. Embed your fonts, do not use any downsampling and use Press Optimized (under settings).

Files must be a minimum 266 dpi at 100%, and cmyk color mode for color ads. Black only, bitmapped images must be a minimum of 1200 dpi.

ACCEPTED MEDIA:

CD-Rom, zip/flash/jump/pen drives.
 Email ads to: anita@directmailservices.com
 FTP: www.directtdtservices.com (click on the upload button)

Ads that do not arrive as specified will be charged for any production work required.

PROOFS: All ads must be submitted with at least a black & white laser proof. An accurate color proof is preferred with color ads.

LATE CHARGES: Ads received after the deadline will incur a \$25.00 late charge, and placement cannot be guaranteed.

The NBA and agencies thereof do not accept responsibility for errors of any kind on supplied ads.

AD MATERIALS DEADLINES

ISSUE	AD MATERIALS DEADLINE
Jan/Feb/March	November 10
April/May/June	February 10
July/August/Sept	May 10
Oct/Nov/Dec	August 10

In order to meet delivery schedule, deadlines must be adhered to! Please respect deadline dates.

TO ADVERTISE: Complete or request your contract and return to the NBA. For further information, contact Marilyn Wentz.