

General Advertising Rates for Camera-Ready Copy

Ad Size	Mechanical Size	Black & White	2-Color*	Full Color
1 page	7.125 x 9.75	\$2,903.68	\$3,538.86	\$4,537.00
2/3 page	4.6875 x 9.75	2,177.76	2,654.15	3,402.75
1/2 page (horizontal)	7.125 x 4.75	1,887.39	2,300.26	2,949.05
1/2 page (vertical)	4.6875 x 7.125	1,887.39	2,300.26	2,949.05
1/3 page (vertical)	2.25 x 9.75	1,277.62	1,557.10	1,996.28
1/3 page (square)	4.6875 x 4.6875	1,277.62	1,557.10	1,996.28
1/4 page (vertical)	2.25 x 7.0	1,161.47	1,415.54	1,814.80
1/4 page (horizontal)	4.6875 x 3.375	1,161.47	1,415.54	1,814.80
1/6 page (vertical)	2.25 x 4.75	813.03	990.88	1,270.36
1/6 page (horizontal)	4.6875 x 2.25	813.03	990.88	1,270.36
1/12 page (square)	2.25 x 2.25	667.85	813.94	1,043.51

Unit Advertising Rates

These rates are available to all ACBL-affiliated organizations advertising sanctioned tournaments. They are also available to the host facility for any sanctioned Sectional or higher rated tournament provided the tournament with dates, is prominently noted in the ad.

Effective July 2004 Issue

Ad Size	Mechanical Size	Black & White or 2-Color*	4-Color
1 page	7.125 x 9.75	\$ 1,660.00	\$ 1,780.00
2/3 page	4.6875 x 9.75	1,200.00	1,290.00
1/2 page	7.125 x 4.75	910.00	980.00
1/3 page	2.25 x 9.75	615.00	675.00
1/6 page	2.25 x 4.75	320.00	370.00

Subject to availability

B. Covers

Cover 2	6079.58
Cover 3	6079.58
Cover 4	6124.95

Color separations not included.

Classified rates: \$35 per column line, \$140 minimum

Frequency discounts: 10% for 3 consecutive month contract
15% for 6 consecutive month contract
20% for 12 consecutive month contract

Agency discount: 15% if from recognized agency, cap of 20%