

Circulation

Estimated average paid circulation is 160,000 households. Approximately 90% in the U.S. and 10% in Canada. Circulation is obtained by ACBL memberships.

Issuance and Closing dates

- Published monthly.
- Complete ad material that has been reserved by the closing date must be received no later than the ad material due date specified below. Contract ads will be repeated as run in previous issues unless new material is received by material due date.

Advertising Closing Dates

Cover Date	Reserve By*	Material Due	Publication Date
January	10/25	11/1	1/1
February	11/25	12/1	2/1
March	12/25	1/1	3/1
April	1/25	2/1	4/1
May	2/25	3/1	5/1
June	3/25	4/1	6/1
July	4/25	5/1	7/1
August	5/25	6/1	8/1
September	6/25	7/1	9/1
October	7/25	8/1	10/1
November	8/25	9/1	11/1
December	9/25	10/1	12/1

*We must have all ad submissions in writing/email. When reserving your advertising space in The Bridge Bulletin by email, please make sure you get a confirmation. If you don't receive confirmation, please follow up with a phone call to ensure that we received your order.

Terms

Rates are based on the total number of insertions during a contract year. Three, six or 12 insertions of the same or varied sizes earn frequency discounts. Multiple-page ads count as a single insertion.

Prepayment is required with order or contract from new advertisers. We accept money orders and checks drawn on U.S. or Canadian banks in U.S. funds, VISA, MasterCard and Discover cards.

National Advertising Rates

Rates Per Insertion 1X	3X 10% off	6X 15% off	12X 20% off
Black & White			
Full page	2,903.68	2,613.31	2,468.13
2/3 page	2,177.76	1,959.98	1,851.10
1/2 page	1,887.39	1,698.65	1,604.28
1/3 page	1,277.62	1,149.86	1,085.98
1/4 page	1,161.47	1,045.32	987.25
1/6 page	813.03	731.73	691.08
1/12 page	667.85	601.06	567.67
4-Color			
Full page	4,537.00	4,083.30	3,856.45
2/3 page	3,402.75	3,062.48	2,892.34
1/2 page	2,949.05	2,654.15	2,506.69
1/3 page	1,996.28	1,796.65	1,696.84
1/4 page	1,814.80	1,633.32	1,542.58
1/6 page	1,270.36	1,143.32	1,079.81
1/12 page	1,043.51	939.16	886.98
Cover			
Inside front	6,079.58	5,471.62	5,167.64
Inside back	6,079.58	5,471.62	5,167.64
Back cover	3,000.00	3,000.00	3,000.00

Bleed Ads

There is no additional charge for bleed on full-page ads. Contact advertising coordinator for additional information.

Special Positions

Rate plus 15%. Call for availability.

Classified Advertising

Classified rates are \$35 per column line with a minimum of four lines. Text only at approximately 30 characters per line. Payment must accompany the ad. Type or print your ad clearly and please supply telephone number for publisher records.

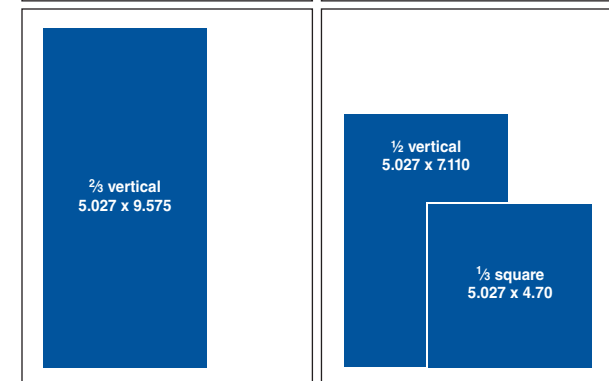
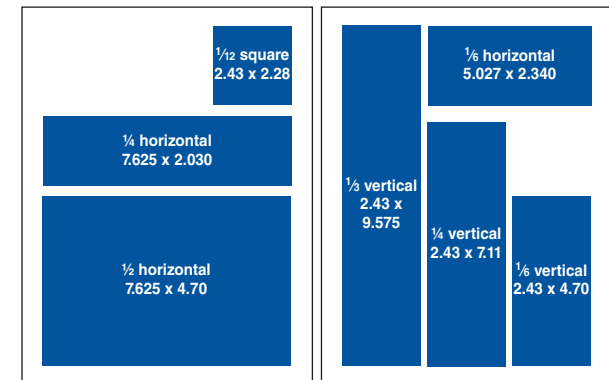
Mechanical Specifications

- Binding: perfect bound

Unit Sizes	Width	Height
Full page, with bleed	8.875"	11"
Trims to	8.375"	10.5"
Full page, no-bleed	7.625"	9.575"
2/3 page, vertical	5.027"	9.575"
1/2 page, horizontal	7.625"	4.700"
1/2 page, vertical	5.027"	7.110"
1/3 page, vertical	2.430"	9.575"
1/3 page, square	5.027"	4.700"
1/4 page, vertical	2.430"	7.110"
1/4 page, horizontal	7.625"	2.030"
1/6 page, vertical	2.430"	4.700"
1/6 page, horizontal	5.027"	2.340"
1/12 page	2.430"	2.280"

The ACBL reserves the right to reduce in size any advertising material that exceeds specified size and to charge for the additional work.

Hold live matter (type) 0.375" from each side and 0.425" from the top and the bottom from the trim. The ACBL is not liable for type extending past these margins.



Mechanical Specifications continued

• Digital Ad Submissions (press ready)

Please provide your ad electronically via email, digital transfer (FTP site or YouSendIt) or CD. A hard copy printout is recommended but not required. We request that your ads be created in one of the industry standard based programs: Adobe InDesign, Adobe PhotoShop or Adobe Illustrator, and saved as an Adobe Acrobat PDF/X-1a:2001 file for press reproduction. Macintosh platform is preferred but not required. Type size should be 8 pt. or larger. Minimum of 300 dpi resolution is required for all graphics and images. If the files are not submitted correctly ACBL cannot be held responsible for output when printed.

• 4-color Process Specifications

Ads must be prepared using CMYK colors. Pantone and RGB must be converted to the closest CMYK values.

• Production Charges

Cost for ad production will be billed to advertisers at \$50 an hour, with a minimum charge of \$50. This includes ad design and layout, alterations/revisions and proofreading. Production ready (or "press ready") ads may be subject to pre-press charges if production services are needed to correct received files.

• Ad Storage

Ad material will be stored for one year. You may request in writing that materials be returned to you any time during that year.



Please send insertion orders, contracts and materials to:

The Bridge Bulletin Advertising Department
American Contract Bridge League
6575 Windchase Blvd. • Horn Lake MS 38637-1523
Call or fax Advertising at:
662-253-3117 • Fax 662-253-3187
E-mail: advertising@acbl.org

Revised 4/18

BRIDGE **Bulletin**

Commercial Advertising Rate Card



The Bridge Bulletin is the leading magazine for all bridge players, from the newcomer to the expert. Articles include the latest news and tournament reports, interviews with bridge celebrities and book and software reviews, with full-color photos and diagrams throughout.



American Contract Bridge League
6575 Windchase Blvd.
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662-253-3100 • www.acbl.org
E-mail: advertising@acbl.org