

Circulation

Estimated average paid circulation is 150,000 households. 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	Closing Date*	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. When reserving your advertising space in The Bridge Bulletin by e-mail, 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

Agency commission: 15% for all digital files and if bills are paid within 30 days of invoice date. Cap of 20% on cumulative discounts. Mechanical charges are noncommissionable. It is understood that all orders accepted for space are subject to credit requirements.

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. 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	2,322.94
2/3 page	2,177.76	1,959.98	1,851.10	1,742.21
1/2 page	1,887.39	1,698.65	1,604.28	1,509.91
1/3 page	1,277.62	1,149.86	1,085.98	1,022.10
1/4 page	1,161.47	1,045.32	987.25	888.53
1/6 page	813.03	731.73	691.08	650.42
1/12 page	667.85	601.06	567.67	510.90
Color Rates				
2-Color				
Full page	3,538.86	3,184.97	3,008.03	2,831.09
2/3 page	2,654.15	2,388.73	2,256.02	2,123.32
1/2 page	2,300.26	2,070.23	1,955.22	1,840.21
1/3 page	1,557.10	1,401.39	1,323.53	1,245.68
1/4 page	1,415.54	1,273.99	1,203.21	1,132.44
1/6 page	990.88	891.79	842.25	792.70
1/12 page	813.94	732.54	691.85	651.15
4-Color				
Full page	4,537.00	4,083.30	3,856.45	3,629.60
2/3 page	3,402.75	3,062.48	2,892.34	2,722.20
1/2 page	2,949.05	2,654.15	2,506.69	2,359.24
1/3 page	1,996.28	1,796.65	1,696.84	1,597.02
1/4 page	1,814.80	1,633.32	1,542.58	1,451.84
1/6 page	1,270.36	1,143.32	1,079.81	1,016.29
1/12 page	1,043.51	939.16	886.98	834.81
Cover				
Cover 2	6,079.58	5,471.62	5,167.64	4,863.66
Cover 3	6,079.58	5,471.62	5,167.64	4,863.66
Cover 4	6,124.95	5,512.46	5,206.21	4,899.96

Bleed Ads

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

Special Positions

Rate plus 15%. Consult advertising coordinator for availability.

Classified Advertising

Classified rates are \$35 per column line with a minimum of four lines. Text only at 30 characters per line. Payment must accompany the ad. No agency commission. Type or print your ad clearly and please supply telephone number for publisher records.

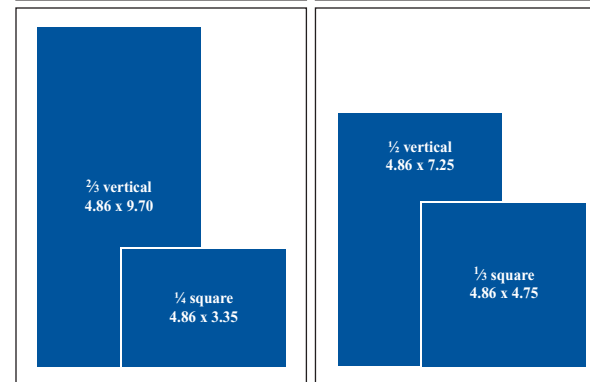
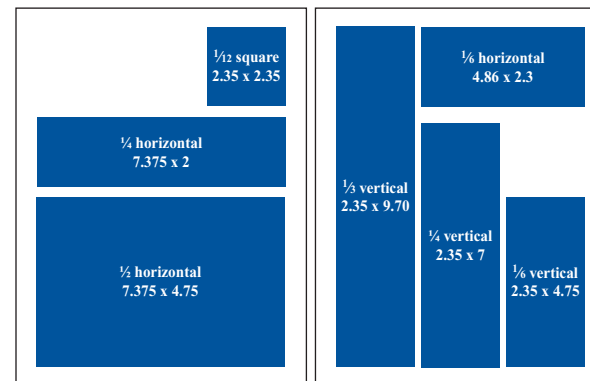
Mechanical Specifications

- Binding: saddle-stitched

Unit Sizes	Width	Height
Full page, bleed	9.125"	11.57"
Trims to	8.375"	10.805"
Full page, non-bleed	7.375"	9.70"
2/3 page, vertical	4.86"	9.70"
1/2 page, horizontal	7.375"	4.75"
1/2 page, vertical	4.86"	7.25"
1/3 page, vertical	2.35"	9.70"
1/3 page, square	4.86"	4.75"
1/4 page, vertical	2.35"	7.0"
1/4 page, square	4.86"	3.35"
1/4 page, horizontal	7.375"	2.0"
1/6 page, vertical	2.35"	4.75"
1/6 page, horizontal	4.86"	2.3"
1/12 page, square	2.35"	2.35"

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 $\frac{3}{8}$ " from the trim. The ACBL is not liable for bleed ads extending past these margins.



Mechanical Specifications continued

• Digital Ad Submissions

Please provide your ad electronically via e-mail or disk along with a hard copy printout. We require that your ads be created in one of the industry standard based programs: Adobe InDesign, Adobe PhotoShop or Adobe Illustrator or Adobe Acrobat (PDF/X-1a:2001). Macintosh platform is preferred. Type size should be 8 pt. or larger. Fonts and graphics must be included with the file. Minimum of 300 dpi resolution is required for graphics and images.

• Black & White and 2-color Specifications

Standard 2-color ads consist of black and another color (made up of CMYK not Pantone or RGB).

• 4-color Process Specifications

Advertisers should supply a 4-color digital proof (*i.e.*, Iris, Kodak, etc.); otherwise, the ACBL cannot be held responsible for color problems during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB will be converted to the closest CMYK separations.

• Production Charges

Cost for ad production will be billed to advertisers at \$75 an hour, with a minimum charge of \$75. This includes ad design, alterations or revisions, photo placement and other work as necessary. Ads supplied electronically may be subject to pre-press charges if production services are needed to correct files. Agency commission not allowed on production services billed at cost.

• Ad Storage

Ad material will be stored for only one year. You may request in writing that materials be returned to you any time during that year. Reusable disks will be returned upon magazine publication.

The Bridge Bulletin Advertising Rate Card



Mailing Instructions

Please send insertion orders, contracts and materials to:

The Bridge Bulletin Advertising Department

American Contract Bridge League
2990 Airways Blvd.

Memphis TN 38116-3847

Call or fax the Advertising Department at:

901-332-5586, ext. 1292

Fax 901-398-7754

E-mail: advertising@acbl.org

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

2990 Airways Blvd.

Memphis TN 38116-3847

901-332-5586 • Fax 901-398-7754

E-mail: advertising@acbl.org