



American Contract Bridge League

The Bridge Bulletin Advertising Department
2990 Airways Blvd. • Memphis, TN 38116-3847
901-332-5586, ext. 292 • Fax 901-398-7754
E-mail: advertising@acbl.org • www.acbl.org

The Bridge Bulletin

The Monthly Magazine of the American Contract Bridge League

The Bridge Bulletin is in its seventh decade as the world's most widely read bridge magazine.

• Circulation

- 150,000 readers
- 134,000 in the United States
- 14,500 in Canada
- 1500 in Mexico and Bermuda

• Our Readers Are:

- Intelligent and highly educated. 78.6 report having completed a four-year college degree. 41% have completed a graduate degree.
- Affluent travelers. Up to 8,000 ACBL members and the Bridge Bulletin subscribers travel to at least one North American Bridge Championship each year in cities throughout the United States and Canada. Thousands more travel to regional tournaments in their areas. And nearly 350 ACBL games are hosted each year on cruise lines.
- Seasoned consumers. 44% of ACBL members report an annual income of \$70,000 or more.

• Contents

- Columns by leading bridge experts worldwide.
- Reports on major national and international tournaments.
- Bridge book and software reviews.
- Play Bridge section for newer players.
- Interviews with bridge celebrities, tournament schedules, individuals achievements and more...

Who Plays Bridge?

Bridge attracts players from across all walks of life. You might find retired teacher playing against regular tournament participant and Microsoft Chair Bill Gates. The Oracle of Omaha, Warren Buffett, also is a member, as is Supreme Court Justice John Roberts and Peter Lynch of Magellan Fund. Bidding boxes and Braille cards make the game accessible to the hearing and vision impaired.



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Advertising Made Easy

When Quality Is Everything

Your ad will reproduce at a higher quality when submitted electronically. Your potential customers will see a neat, easy-to-read ad with crisper, cleaner type and sharper images.

When Every Minute Counts

Your time is a valuable commodity to your successful business. Submit your ad electronically and you'll save time on:

Ad output: Electronic files eliminate the need for outside film vendors or service bureaus.

Ad production: An ad submitted electronically will decrease your production time now and in the future when you wish to make changes.

Money Doesn't Grow on Trees

Decrease your costs by submitting your ad electronically.

Material costs: Do away with the expensive cost of films and other materials; all you need is a reliable disk or access to e-mail.

Output costs: You'll eliminate handling charges from expensive service bureaus.

It's So Simple

The overall process of submitting your ad is easy, especially when following the guidelines below:

Applications

We require that your ad be created in one of the industry standard Macintosh based programs. However, if the ad is created on a PC or any program other than the ones listed below, call the advertising coordinator at 901-332-5586, ext. 292 for possible options.

We accept:

- Adobe InDesign
- Adobe Acrobat PDF
- Adobe Illustrator
- Adobe Photoshop

Fonts

Type size must be 8 pt. or larger. Postscript fonts are preferred. Fonts must be included with the file.

Submitting Your Electronic Ad

Save your ad on any of the following media:

- CD
- E-mail
- DVD

Please make sure the media is labeled with your company name and insertion deadline date. We have included a Digital Ad Submission form with the information needed for the ad. Always provide a hard copy of the ad with disk or e-mail submissions. The ACBL cannot be held responsible for the content and/or output of customer-supplied ads if hard copy is not included. Your ad must be received by the due date. This ensures your ad will be output in a timely fashion. See Rate Card for additional information.



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Digital Ad Submission

IMPORTANT—Please complete this form, sign and submit with your disk and a printed copy of your file(s).

Client Information

Company Name _____ Contact Person _____

Telephone _____ Fax _____ E-mail _____

Advertising Information

Issue _____

Size: _____ (i.e., full page, 1/2 page, 1/6 page, etc.) Refer to rate card for exact dimensions.

Color: 4-color 2-color _____ (please indicate 2nd color) Black & White

All color ads must be in process CMYK format

Application

MAC PC

Adobe Photoshop _____
(save as an EPS, TIFF or JPEG at 300 dpi)

Adobe Acrobat _____
(save as PDF/X-1a:2001)

InDesign _____
(use preflight and package)

Adobe Illustrator _____
(save as an EPS, include fonts
or change type to outlines)

Please indicate version for each program. Please include all graphics and fonts to ensure exact font matching and quality art reproduction.

File Manipulation

If there are problems encountered with your files, do you wish American Contract Bridge League's Publishing Department to open and correct them in order to obtain the requested output? There is a service charge of \$75 per hour.

YES, open the files and make necessary adjustments, after informing me of maximum charge I can expect.

NO, please call our contact person listed above and inform them of any problem.

Please Include

Labeled Disk Laser Proof File Name _____ Document Size _____

Graphic Files Fonts File Name _____ Document Size _____

Color Markup Instructions (or separations)

Special Instructions _____

Terms and Conditions

Every effort is made to handle your files with the utmost care. However, the ACBL assumes no responsibility for the corruption of files and/or media supplied. Be sure you have made backup copies of all files submitted. The ACBL also assumes no responsibility for the content and/or output from customer-supplied files if a printed hard copy of the files is not provided.

I hereby certify that all that appears on the enclosed/attached media is unencumbered by copyright(s), both U.S. and foreign and that, the client as named above has full rights to reproduce the supplied content.

Signature (required) _____ Date _____



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Advertising Credit Application

Thank you for advertising with the American Contract Bridge League. You must complete this application to establish a credit account to keep on file with the ACBL. Complete all requested information, sign, date and return. Include a copy of your business license and proof of tax exempt status (if applicable) with this form. A business reply envelope has been included to submit this information.

Company Name _____

Address (Include street address if you use a P.O. Box) _____

City _____ State _____ Zip _____

Nature of Business _____

Phone _____ Fax _____ E-mail _____

Key Personnel: Owner/Mgr./President _____

Treasurer/Controller _____ Accounts Payable _____

Tax ID Number _____

CREDIT INFORMATION

Bank _____ Branch _____

Street _____ City _____ State _____ Zip _____

Account No. _____ Contact Person _____

Phone _____ Fax _____

TRADE REFERENCES (Please list with complete addresses):

Name _____ Account No. _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____ Fax _____

Name _____ Account No. _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____ Fax _____

By signing this application, you authorize the ACBL to obtain credit information about you and confirm that the information above is correct. Your credit account will be opened subject to verification of the information you have provided. By establishing this account, you are agreeing to pay for all advertising requested by you and published by the ACBL.

Invoices more than 30 days past due may result in advertising being withheld until your account is current. You agree to pay any fees the ACBL incurs in the collection of your account, including collection agency and attorney fees and court costs.

The information you provide on this application will be held in confidence.

Signature _____ Title _____ Date _____



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Other Advertising

NABC Daily Bulletin Rates

Ad Size	Rates per day
Standard Banner (10¼" x 2")	\$60
Half Page (10¼" x 7 ½")	\$200
Full Page (10¼" x 15)	\$360
Personal / Classified (2 ⅛" x 1½")	\$15
Production Services	\$75 per hour

Approximately 5,000 Daily Bulletins are distributed during each of the 10 days of the three annual North American Bridge Championships (NABCs). Several hundred ACBL Patron Members receive the publication at their hotel room or home.

Deadlines:

Orders for insertion must be received in writing no later than the four weeks prior to the NABC. Please note the following schedule.

Year	Spring	Summer	Fall
2009	Houston TX March 12 – 22	Washington DC July 23 – Aug. 2	San Diego CA Nov. 26 – Dec. 6
2010	Reno NV March 11 – 21	New Orleans LA July 22 – Aug. 1	Orlando FL Nov. 25 – Dec. 5
2011	Louisville KY March 10 – 20	Toronto ON July 21 – 31	Seattle WA Nov. 24 – Dec. 4
2012	Memphis TN March 15 – 25	Philadelphia PA July 12 – 22	San Francisco CA Nov. 22 – Dec. 2