

## 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<br>10% off | 6X<br>15% off | 12X<br>20% off |
|--------------------------|----------|---------------|---------------|----------------|
| <b>Black &amp; White</b> |          |               |               |                |
| 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         |
| <b>4-Color</b>           |          |               |               |                |
| 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         |
| <b>Cover</b>             |          |               |               |                |
| 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.

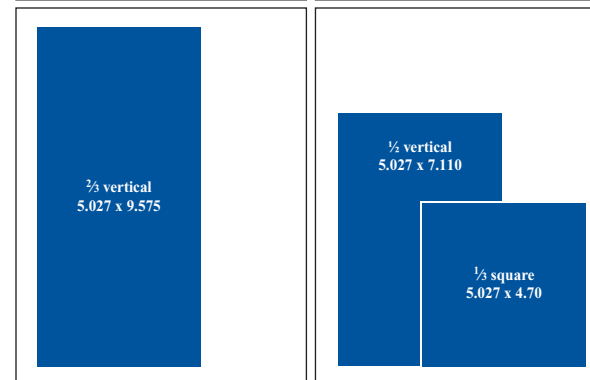
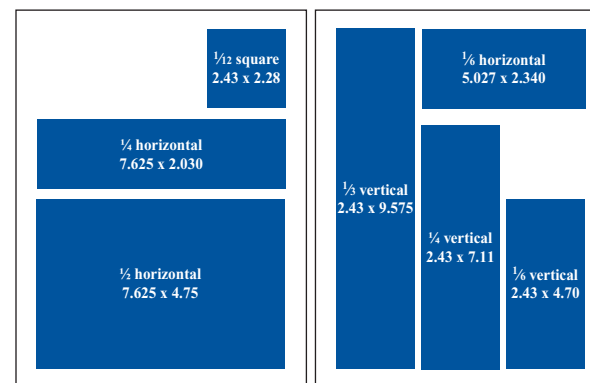
## Mechanical Specifications

- Binding: saddle-stitched

| Unit Sizes           | Width  | Height |
|----------------------|--------|--------|
| Full page, bleed     | 8.875" | 11"    |
| Trims to             | 8.375" | 10.5"  |
| Full page, non-bleed | 7.625" | 9.575" |
| 2/3 page, vertical   | 5.027" | 9.575" |
| 1/2 page, horizontal | 7.625" | 4.750" |
| 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 the trim. The ACBL is not liable for type extending past these margins.



## Mechanical Specifications continued

### • Digital Ad Submissions (production ready)

Please provide your ad electronically via e-mail or CD along with a hard copy printout. We request that your ads be created in one of the industry standard based programs: Adobe InDesign, Adobe PhotoShop or Adobe Illustrator, or saved as an Adobe Acrobat PDF/X-1a:2001 file for reproduction. If the files are not submitted correctly ACBL cannot be held responsible for output when printed. Macintosh platform is preferred but not required. Type size should be 8 pt. or larger. All fonts and artwork must be included as separate files. Minimum of 300 dpi resolution is required for graphics and images.

### • 4-color Process Specifications

Ads must be prepared using CMYK colors. Pantone and RGB will 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 or revisions and proofreading. Production ready (or "camera ready") ads may be subject to pre-press charges if production services are needed to correct prepared 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.



### Mailing Instructions

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 the Advertising Department at:  
662-253-3100 • Fax 662-253-3187  
E-mail: [advertising@acbl.org](mailto:advertising@acbl.org)

Revised 9/10

## The Bridge Bulletin 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.



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