

## Mechanical Specifications continued

### • 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.

### • 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.



## Tournament Rate Card



## 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:  
662-253-3158  
Fax 662-253-3187  
E-mail: [advertising@acbl.org](mailto:advertising@acbl.org)

Revised 9/10

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.  
Horn Lake MS 38637-1523  
662-253-3100 • Fax 662-253-3187  
E-mail: [advertising@acbl.org](mailto:advertising@acbl.org)

## 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.

## 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.

## Preparation of Ad for Publication

At the advertiser's option, the ACBL's creative services staff will prepare advertising for The Bridge Bulletin. Services include ad design, layout and proofreading. The charge is \$50 per hour, with a \$50 minimum charge. Ads for cruise tournaments do not qualify for tournament rates.

Ads at the tournament rates are not subject to time discounts or agency commissions.

The Bridge Bulletin is usually mailed about one week before the month of publication. We cannot guarantee timely delivery by the postal services. Units and Districts that advertise tournaments should consider normal delivery dates when planning advertising.

## 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.

## Tournament Advertising Rates

These rates are available to all ACBL-affiliated organizations that advertise 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. The Bridge Bulletin reserves the right to refuse any advertising.

## Rates Per Insertion

Black & White or 4-Color	Full page	\$1,660.00
	2/3 page	1,200.00
	1/2 page	910.00
	1/3 page	615.00
	1/6 page	320.00

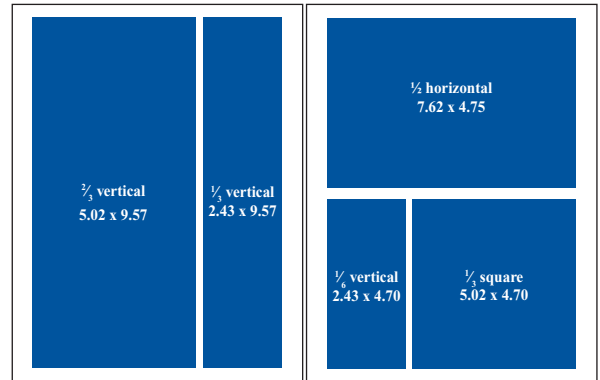
The ACBL reserves the right to reduce in size any advertising material that exceeds specified size and to charge for the additional work.

Keep live matter (type) at least 0.375" from the trim size. The ACBL is not liable for type that might get trimmed off past these margins.

## Mechanical Specifications

- Binding: saddle-stitched

Ad 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	5.025"	9.575"
1/2 page, horizontal	7.625"	4.750"
1/3 page, vertical	2.430"	9.575"
1/3 page, square	5.025"	4.700"
1/6 page, vertical	2.430"	4.700"



## Digital Ad Submissions

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.