

THE ABTA QUARTERLY

MAGAZINE SUBMISSION GUIDELINES, ADVERTISING RATES, DEADLINES

Submission Guidelines

This publication is by and for members of the American Bridge Teachers' Association. The editor relies on submissions from members. Here are some tips for making the process work smoothly.

Photographs: An article about a person should include a photo of the subject of the article. A feature article should include a photo of the author. Please do not paste photos into articles. Instead send them as attachment files in the email.

Any photo should be in high-resolution. As a rule of thumb, if the file size is smaller than 100KB, it will not be good enough. If the photo was taken using a smart phone or camera, it will probably be fine.

The preferred format for submission of articles is Microsoft Word. If necessary, submissions will be accepted by articles pasted into emails.

Deadline 2019

In general, deadlines are not flexible. If circumstances make a submission delay inevitable, contact the editor before the deadline day to make arrangements.

Fall: Friday September 13th, 2019

Winter: Wednesday December 11th, 2019

Advertising Rates and technical details

The ABTA Quarterly page size is 8.5"x 11", printed in full color.

Preferred formats are PDF, JPG or TIF. Resolution should be at least 300 dpi at full size. The color format is CMYK. Fonts must be outlined or embedded where applicable.

Ad size options and rates for camera ready material are in the table below. If your ad is not camera ready, our editor can assist you, but there will be an extra charge for the work involved.

Contacting the Editor

Shireen Mohandes.

Shireen@hartsdale.co.uk

| Size | Dimension | Price US \$ |
|--------------------------|------------------|-------------|
| 2 pages | Please ask | 250 |
| Full page ads with bleed | 8.75" x 11.25" | 150 |
| ...Live area | 7.75" x 10.1875" | |
| Full page ad, no bleed | 7.75" x 10.1875" | 150 |
| Half-page horizontal ad | 7.75" x 5.25" | 100 |
| Quarter-page ad | 3.75" x 5.125" | 60 |
| Eighth-page ad | 3.75" x 2.375" | 45 |