

Tournament 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.



American Contract Bridge League
6575 Windchase Blvd.
Horn Lake MS 38637-1523
662-253-3100 • www.acbl.org
Email: advertising@acbl.org

Circulation

Published monthly. Estimated average paid circulation is 150,000 households. Circulation is obtained by ACBL memberships.

Issuance and Closing dates

- Complete ad material must be received no later than the due date specified below.

Advertising Closing Dates

Cover date	Reserve By*	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 email, please make sure you get a confirmation. If you don't receive confirmation from advertising, 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 the advertisement. Cost for production will be billed to advertisers at \$50 per hour, with a \$50 minimum charge. This includes ad design, layout, proofreading and a proof for approval before printing.

"Press ready" ads may be subject to production charges if files received do not comply with digital ad guidelines below. Ads at the tournament rates are not subject to time discounts or agency commissions. *Ads for cruise tournaments do not qualify for tournament rates.*

Digital Ad Submissions (press ready)

Please provide the ad electronically via email (if not over 5 MB) or digital transfer (FTP site or YouSendIt). A hard copy printout is recommended but not required. We request the ad be created in one of the industry standard based programs: Adobe InDesign, Adobe PhotoShop or Adobe Illustrator, and saved as an Adobe Acrobat PDF/X-1a:2001 file for press production. Type size should be 8 pt. or larger. Minimum of 300 dpi resolution is required for all graphics and images. If the files are not submitted correctly ACBL cannot be held responsible for output when printed.

4-color Process Specifications

Ads must be prepared using CMYK colors. Pantone and RGB must be converted to the closest CMYK values.

Tournament Advertising Rates

These rates are available to 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

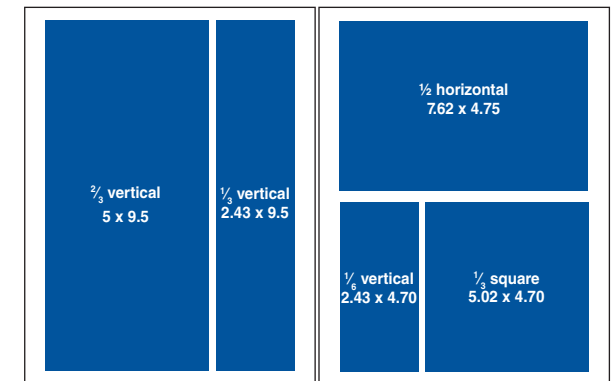
4-Color or Black & White	Full page	\$1,660.00
	2/3 page	1,200.00
	1/2 page	910.00
	1/3 page	615.00
	1/6 page	320.00

Mechanical Specifications

Ad Sizes	Width	Height
Full page, with bleed trims to	8.875"	11.00"
Full page, no-bleed	8.375"	10.50"
2/3 page, vertical	7.57"	9.56"
1/2 page, horizontal	5.00"	9.56"
1/3 page, vertical	7.57"	4.70"
1/3 page, square	2.42"	9.56"
1/6 page, vertical	5.00"	4.70"
1/6 page, vertical	2.42"	4.70"

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

For a full page ad, keep live matter (type) at least 0.375" from each side and 0.4375" from the top and bottom away from trim size. The ACBL is not liable for type that might get trimmed off past these margins.



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.