

Material Specifications

Full Page Bleed

8.75" w x 11.25" h (Bleed)

8.5" w x 11" h (Trim)

Full Page Non-Bleed

7.5" w x 10" h

Half Page Bleed

8.75" w x 5.65" h (Bleed)

8.5" w x 5.5" h (Trim)

Half Page Non-Bleed

7.5" w x 5" h

One Third Page

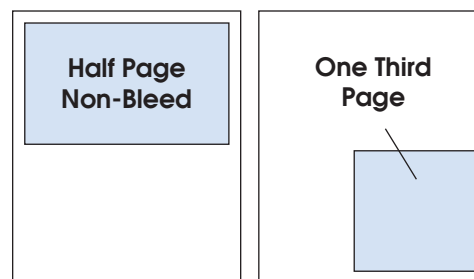
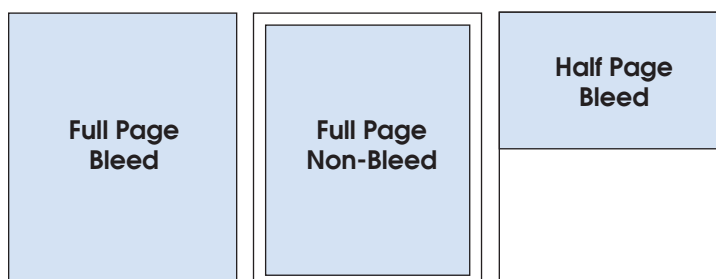
4.88" w x 4.81" h

Business Card Ads

3.5" w x 2" h

2010

	Materials Due	Release Date
Winter Issue	1/26	2/10
Spring Issue	2/23	3/15
Summer Issue	5/26	6/15
Fall Issue	8/26	9/15



2010 Print Advertising Rates

All Ads are 4-Color Process	1x	2x	3x	4x
Inside Front Cover / Full Page 4 Color	\$900	\$810	\$720	\$630
1/3 Page Ad on President's Message Page	\$400	\$360	\$320	\$280
1/3 Page Ad on Education Page	\$350	\$315	\$280	\$245
1/3 Page Ad on Networking/Events Page	\$350	\$315	\$280	\$245
Business Card Ads (10 x \$175)	\$175	\$175	\$175	\$175
Inside Back Cover / Full Page 4 Color	\$900	\$810	\$720	\$630
1/2 Page Ad on Outside Back Cover	\$550	\$495	\$440	\$385

Preferred File Format All advertising art files should be submitted as high resolution, print quality PDFs with fonts embedded. Please be sure to include crop marks and bleed area.

For More Information or to Reserve Ad Space,
Please Contact Desmond Brown at (213) 629-2662 or dbrown@bomagla.org