



Magazine Rates

AD MATERIAL REQUIREMENTS

Ad materials may be submitted as electronic files. Acceptable file formats include: Acrobat PDF (6.0 or earlier), Quark Xpress 6.5 or earlier, Adobe Illustrator CS or earlier, Adobe Photoshop CS or earlier.

NO MICROSOFT programs. Ads may be delivered in the following ways: On Disk: CDs or DVDs. E-Mail: Attach ONE self-extracting, stuffed, zipped or PDF file and send to: realestate@andersonbindery.com

All fonts (printer and screen) and graphic files must be included. Photos must be 200 dpi minimum resolution. Photos and graphics must be grayscaled images. All black text must remain true black. All files must be accompanied by a hard-copy or PDF proof. **NO BLEEDS.**



Sizes and Costs

TEXT PAGE ADS—BLACK & WHITE

Ad Size	Image Area (width x height)	Cost
Full Page Ad	7 3/8" x 9 3/4"	\$500.00
Half Page Ad	7 3/8" x 4 3/4"	\$250.00
Third Page Ad	7 3/8" x 3 1/8"	\$167.00
Quarter Page Ad	3 5/8" x 4 3/4"	\$125.00
Sixth Page Ad	3 5/8" x 3 1/8"	\$85.00
Business Card Ad (Eighth Page Ad)	3 5/8" x 2 1/4"	\$62.50
Sixteenth Page Ad	3 5/8" x 1 1/8"	\$31.25

INSIDE COVER ADS—BLACK & WHITE

Ad Size	Image Area (width x height)	Cost
Full Page Ad	7 3/8" x 9 3/4"	\$600.00
Half Page Ad	7 3/8" x 4 3/4"	\$300.00

BACK COVER—2-COLOR

Ad Size	Image Area (width x height)	Cost
Full Page Ad	7 3/8" x 8"	\$575.00

DISTRIBUTION

Indiana Bass News is direct mailed to each member of the Indiana Bass Federation every other month. Extra copies of each issue are printed and distributed at various events around the state.

DEADLINES FOR MATERIALS

The deadline for materials is the first Monday in the months of: FEBRUARY • APRIL • JUNE • AUGUST • OCTOBER • DECEMBER

