

# BISON WORLD

THE OFFICIAL MAGAZINE OF THE NATIONAL BISON ASSOCIATION

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National Bison Association  
 8690 Wolff Ct. #200, Westminster, CO 80031

## 2017 ADVERTISING RATE SHEET

### NBA LIFE AND ACTIVE MEMBER ADVERTISING RATES

AD SIZES	Placements (cost per placement)	
	Four Consecutive	One placement
<b>FULL PAGE</b>	\$ 530.00	\$ 655.00
<b>2/3 PAGE</b>	\$ 430.00	\$ 545.00
<b>1/2 PAGE</b>	\$ 330.00	\$ 425.00
<b>1/3 PAGE</b>	\$ 230.00	\$ 285.00
<b>1/4 PAGE</b>	\$ 170.00	\$ 215.00
<b>1/8 PAGE</b>	\$ 100.00	\$ 125.00

PREMIUM PAGE AD RATES	Placements (cost per placement)	
	Four Consecutive	One placement
<b>INSIDE COVERS</b>		
<b>FRONT &amp; BACK</b>	\$ 950.00	\$1,195.00
<b>OPPOSITE INSIDE COVERS</b>		
<b>FRONT &amp; BACK</b>	\$ 950.00	\$1,195.00
<b>OUTSIDE BACK COVER</b>	\$1,000.00	\$1,255.00
<b>CENTER SPREAD</b>	\$1,210.00	\$1,505.00

**Color cost per insertion \$200.00—Color cost is in addition to above prices**

### STANDARD ADVERTISING RATES

AD SIZES	Placements (cost per placement)	
	Four Consecutive	One placement
<b>FULL PAGE</b>	\$ 990.00	\$ 1,105.00
<b>2/3 PAGE</b>	\$ 710.00	\$ 825.00
<b>1/2 PAGE</b>	\$ 550.00	\$ 635.00
<b>1/3 PAGE</b>	\$ 380.00	\$ 425.00
<b>1/4 PAGE</b>	\$ 260.00	\$ 305.00
<b>1/8 PAGE</b>	\$ 140.00	\$ 185.00

PREMIUM PAGE AD RATES	Placements (cost per placement)	
	Four Consecutive	One placement
<b>INSIDE COVERS</b>		
<b>FRONT &amp; BACK</b>	\$1,210.00	\$1,375.00
<b>OPPOSITE INSIDE COVERS</b>		
<b>FRONT &amp; BACK</b>	\$1,210.00	\$1,375.00
<b>OUTSIDE BACK COVER</b>	\$1,430.00	\$1,595.00
<b>CENTER SPREAD</b>	\$1,540.00	\$1,705.00

**Color cost per insertion \$200.00—Color cost is in addition to above prices**

### AD SPECIFICATIONS AND SIZES

#### AD SIZES (width by height)

<b>FULL PAGE</b>	Image area 7 1/2" X 10" Trim size 8 3/8" X 10 7/8" Full bleed 8 5/8 X 11 1/8
<b>2/3 PAGE</b>	vertical 4 3/4" x 9 1/2" horizontal 7 1/4" x 6 1/4"
<b>1/2 PAGE</b>	vertical 3 1/2" x 9 1/2" horizontal 7 1/4" x 4 3/4"
<b>1/3 PAGE</b>	vertical 2 1/4" x 9 1/2" horizontal 7 1/4" x 3"
<b>1/4 PAGE</b>	vertical only 3 1/2" x 4 3/4"
<b>1/8 PAGE</b>	vertical 2" x 3 1/2" horizontal 3 1/2" x 2"

Bison World **ONLY** accepts digital ads. Film or hard copy will not be accepted. If you are unable to supply your ad digitally according to the specifications below you may choose to have your ad produced by Direct Design. Contact Anita at (303) 941-7602 or email [anita@directdesigninc.net](mailto:anita@directdesigninc.net). You may also have an agency, design firm or printer produce your digital ad for you.

#### ACCEPTABLE FILE FORMATS:

TIF, JPG or PDF file formats. When making a PDF use Acrobat Distiller 4.05 or higher. Embed your fonts, do not use any downsampling and use Press Optimized (under settings).

Files must be a minimum 266 dpi at 100%, and cmyk color mode for color ads. Black only, bitmapped images must be a minimum of 1200 dpi.

#### ACCEPTED MEDIA:

Email ads to: [anita@directdesigninc.net](mailto:anita@directdesigninc.net)

### AD MATERIALS DEADLINES

ISSUE	AD MATERIALS DEADLINE
Jan/Feb/March	November 10
April/May/June	February 10
July/August/Sept	May 10
Oct/Nov/Dec	August 10

In order to meet delivery schedule, deadlines must be adhered to! Please respect deadline dates.

**Ads that do not arrive as specified will be charged for any production work required.**

**PROOFS:** It is recommended that ads are submitted with hard copy proof.

**LATE CHARGES:** Ads received after the deadline will incur a \$25.00 late charge, and placement cannot be guaranteed.

*The NBA and agencies thereof do not accept responsibility for errors of any kind on supplied ads.*

**TO ADVERTISE:** Complete or request your contract and return to the NBA. For further information, contact Marilyn Bay Drake.