

BISON WORLD

THE OFFICIAL MAGAZINE OF THE NATIONAL BISON ASSOCIATION

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National Bison Association

8690 Wolff Ct. #200, Westminster, CO 80031

2018 ADVERTISING RATE SHEET

NBA LIFE AND ACTIVE MEMBER ADVERTISING RATES

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

PREMIUM PAGE AD RATES	Placements (cost per placement)	
	Four Consecutive	One placement
INSIDE COVERS		
FRONT & BACK	\$ 950.00	\$1,195.00
OPPOSITE INSIDE COVERS		
FRONT & BACK	\$ 950.00	\$1,195.00
OUTSIDE BACK COVER	\$1,000.00	\$1,255.00
CENTER SPREAD	\$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
FULL PAGE	\$ 990.00	\$ 1,105.00
2/3 PAGE	\$ 710.00	\$ 825.00
1/2 PAGE	\$ 550.00	\$ 635.00
1/3 PAGE	\$ 380.00	\$ 425.00
1/4 PAGE	\$ 260.00	\$ 305.00
1/8 PAGE	\$ 140.00	\$ 185.00

PREMIUM PAGE AD RATES	Placements (cost per placement)	
	Four Consecutive	One placement
INSIDE COVERS		
FRONT & BACK	\$1,210.00	\$1,375.00
OPPOSITE INSIDE COVERS		
FRONT & BACK	\$1,210.00	\$1,375.00
OUTSIDE BACK COVER	\$1,430.00	\$1,595.00
CENTER SPREAD	\$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)

FULL PAGE	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
2/3 PAGE	vertical 4 3/4" x 9 1/2" horizontal 7 1/4" x 6 1/4"
1/2 PAGE	vertical 3 1/2" x 9 1/2" horizontal 7 1/4" x 4 3/4"
1/3 PAGE	vertical 2 1/4" x 9 1/2" horizontal 7 1/4" x 3"
1/4 PAGE	vertical only 3 1/2" x 4 3/4"
1/8 PAGE	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. 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

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.



2018 NBA MEMBERSHIP DIRECTORY ADVERTISING OPPORTUNITY

The NBA Membership Directory is a self-contained publication
within the January-February-March issue of Bison World.

This unique advertising opportunity gives you repeated exposure
to the bison industry for **over a year!**

ADVERTISING RATES & SIZES, ONLY THREE AD SIZES OFFERED IN THE DIRECTORY

	Member Rates	Non-Member Rates
FRONT COVER- Directory Sponsor size: 7 1/4"w x 7"t	\$1,250 <i>color only</i>	\$1,750 <i>color only</i>
BACK COVER size: 8 3/8"w X 10 7/8"t	\$950 <i>color only</i>	\$1200 <i>color only</i>
FULL PAGE-Interior size: 8 3/8"w X 10 7/8"t	\$875 <i>color</i> / \$675 <i>black</i>	\$1425 <i>color</i> / \$1225 <i>black</i>
1/2 PAGE (<i>horizontal only</i>) size: 7 1/4"w x 4 3/4"t	\$635 <i>color</i> / \$435 <i>black</i>	\$900 <i>color</i> / \$700 <i>black</i>
1/3 PAGE size: 7 1/4"w x 3"t (<i>horizontal only</i>)	\$520 <i>color</i> / \$320 <i>black</i>	\$694 <i>color</i> / \$495 <i>black</i>

Bison World contract advertisers may choose to advertise in the directory as part of their contracts and pay the difference.

WHY ADVERTISE? The NBA Membership Directory is a resource **used throughout the year** by every NBA member — offering long term exposure to potential buyers. If you want the rest of the bison industry to know you exist—**Place your ad in the Directory!**

Ad space is limited and will be awarded on a **FIRST COME-FIRST SERVED** basis.

CONTACT: Marilyn Bay Drake 303-292-2833
marilynbaydrake@gmail.com

DEADLINE: Ad Materials Due: November 10, 2016

Bison World accepts ONLY digital ads. **Ads that are not print ready may be charged for production work required.** 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 (303-778-1778) or have your own designer produce your digital ad.

ACCEPTABLE FILE FORMATS:

TIF, EPS, JPG or PDF file formats. When making a PDF use Acrobat Distiller 4.05 or higher. Embed your fonts, do not use any downsampling. Files must be a minimum 266 dpi at 100%, cmyk color mode for color ads. Black only, bitmapped images must be a minimum of 1200 dpi.

Email ads to: anita@directdesigninc.net

FTP: www.directdataservices.com (click on the upload button)

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

Be the **"Official 2018 Directory Sponsor"** by purchasing the cover ad. Cost includes ad design

Sample of Directory cover with Sponsor advertiser.



If you are interested in advertising on the Directory cover, contact Marilyn Bay Drake. First come-First served.

RESERVE YOUR ADVERTISING SPACE IN THE NATIONAL BISON ASSOCIATION MEMBERSHIP DIRECTORY

RESERVE YOUR ADVERTISING SPACE:

To reserve your ad space in the *Bison World* directory contact *Bison World* Advertising Director Marilyn Bay Drake at

303-292-2833 or marilynbaydrake@gmail.com

If you are a contract advertiser you can substitute this issue's ad for a directory ad and pay or the difference as noted above.

WHY BISON WORLD ADVERTISING MAKES SENSE

What agricultural sector has:

- doubled its popularity with American consumers over the past five years?
- maintained near record price per pound paid to farmers and ranchers over the past seven years?
- actively attracted new producers to help fill the demand?
- established a mentoring program to increase profitability?
- provided in depth training courses to ensure the success of new producers?
- worked cooperatively throughout all levels of production, processing and marketing to the mutual benefit of all?

You guessed it. The bison industry.

- Meat demand continues to outstrip supply, as consumers experience the taste, nutritional values, and environmental benefits of bison.
- Bison is attracting the attention of potential bison producers—both young and experienced.
- Bison is a meat praised by chefs, nutritionists and environmentalists.

Why advertise in *Bison World*?

- The National Bison Association represents about 80 percent of all commercial bison operations and nearly 90 percent of U.S. bison production. Our members are serious about the business.
- National Bison Association membership includes a significant number of Canadian producers.
- *Bison World*, The National Bison Association's official publication, is the only full-color, glossy magazine distributed quarterly to these industry-leading bison producers.
- New bison producers rely on *Bison World* for important information to help them build their facilities, establish their herds and to create successful ranching enterprises.
- *Bison World's* distribution beyond the fence line includes trade shows, culinary exhibitions and other industry events.

Who should advertise in *Bison World*?

Bison World is the best way to reach bison producers, wholesalers, processors and allied industries. Producers of breeding stock as well as companies with goods and services used by bison producers should use *Bison World* advertising to reach this growing, dynamic, profitable, agricultural sector!

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