

# BISON WORLD

THE OFFICIAL MAGAZINE OF THE NATIONAL BISON ASSOCIATION

## 2019 ADVERTISING RATE SHEET

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 National Bison Association  
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### 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. 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

**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.*

### AD MATERIALS DEADLINES

ISSUE	AD MATERIALS DEADLINE
Winter	October 10
Spring	January 10
Summer	April 10
Fall	July 10

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

**NEW DEADLINES  
1 Month Earlier**

**TO ADVERTISE:** Contact Karen Conley at 605/381-3738 or karen@bisoncentral.com



# 2019 NBA MEMBERSHIP DIRECTORY ADVERTISING OPPORTUNITY

The NBA Membership Directory is a self-contained publication within the Spring 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
<b>FRONT COVER- Directory Sponsor</b> size: 7 1/4"w x 7"t	\$1,250 <i>color only</i>	\$1,750 <i>color only</i>
<b>BACK COVER</b> size: 8 3/8"w X 10 7/8"t	\$950 <i>color only</i>	\$1200 <i>color only</i>
<b>FULL PAGE-Interior</b> 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>
<b>1/2 PAGE</b> ( <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>
<b>1/3 PAGE</b> 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:** Karen Conley 605-605-381-3738  
karen@bisoncentral.com

**DEADLINE:** Ad Materials Due: October 10, 2018

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, 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:** karen@bisoncentral.com

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

Be the **"Official 2019 Directory Sponsor"** by purchasing the cover ad.

*Sample of Directory cover with Sponsor advertiser.*



If you are interested in advertising on the Directory cover, contact Karen Conley. 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 Karen Conley at

**605-381-3738 or karen@bisoncentral.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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