

# BISON WORLD

OFFICIAL PUBLICATION OF THE NATIONAL BISON ASSOCIATION

ADVERTISING  
RATES 2020



## ADVERTISING RATES

AD SIZES	NBA Member Rates		Standard Rates	
	1X	4X	1X	4X
<b>FULL PAGE</b>	\$ 655	\$ 530	\$1,105	\$990
<b>1/2 PAGE</b>	\$ 425	\$ 330	\$635	\$550
<b>1/3 PAGE</b>	\$ 285	\$ 230	\$425	\$380
<b>1/4 PAGE</b>	\$ 215	\$ 170	\$305	\$260
<b>1/8 PAGE</b>	\$ 125	\$ 100	\$185	\$140
<b>INSIDE COVERS</b>	\$ 1,195	\$ 950	\$1,375	\$1,210
<b>OPPOSITE INSIDE COVERS</b>	\$ 1,195	\$ 950	\$1,375	\$1,210
<b>OUTSIDE BACK COVER</b>	\$ 1,255	\$ 1,000	\$1,595	\$1,430
<b>CENTER SPREAD</b>	\$ 1,505	\$ 1,210	\$1,705	\$1,540

**Color cost per insertion \$200—Color cost is in addition to above prices. X means frequency of insertion and must be consecutive. Standard rates are charged for any advertiser who is not an NBA member.**

## AD SIZES

	LIVE	TRIM	BLEED
<b>FULL PAGE</b>	7.5" x 10"	8.375" x 10.875"	8.625" x 11.125"
	VERTICAL	HORIZONTAL	
<b>1/2 PAGE</b>	3.5" x 9.5"	7.25" x 4.75"	
<b>1/3 PAGE</b>	2.25" x 9.759"	7.25" x 3"	
<b>1/4 PAGE</b>	3.5" x 4.75"	<i>not applicable</i>	
<b>1/8 PAGE</b>	<i>not applicable</i>	3.5" x 2"	

## NBA MEMBERSHIP DIRECTORY ADVERTISING

The NBA Membership Directory is published once a year and is bound inside of the Winter issue of Bison World. This is a unique opportunity to have **year-long advertising exposure**.

Contract holders may choose to advertise in the directory as part of their contract and pay the difference in cost.

Special rates apply and only full, 1/2 and 1/3 sizes are available in the directory section, see ad dimensions above.



Cover ad sample

AD SIZES	NBA Member Rates	Standard Rates
<b>FRONT COVER SPONSOR</b>	\$ 1,250 <i>color only</i>	\$ 1,750
<b>BACK COVER</b>	\$ 950 <i>color only</i>	\$ 1,200
<b>FULL PAGE</b>	\$ 875 <i>color</i> / \$675 <i>black</i>	\$ 1,425 <i>color</i> / \$1,225 <i>black</i>
<b>1/2 PAGE horizontal only</b>	\$ 635 <i>color</i> / \$435 <i>black</i>	\$ 900 <i>color</i> / \$700 <i>black</i>
<b>1/3 PAGE horizontal only</b>	\$ 520 <i>color</i> / \$320 <i>black</i>	\$ 694 <i>color</i> / \$495 <i>black</i>

## DEADLINES

ISSUE	SPACE	MATERIALS
Winter	September 15	October 22
Spring	January 15	February 22
Summer	April 15	May 22
Fall	July 15	August 22

Reserve your ad space by the above dates and submit final ads/materials by the materials date.

## AD SPECIFICATIONS / SUBMISSION

Only digital ads are accepted. If you are unable to supply your ad according to the specifications below contact Direct Design at (303) 941-7602 or email [anita@directdesigninc.net](mailto:anita@directdesigninc.net).

### FILE FORMAT:

PDF/X1-A, optimized, PDF version Acrobat 4 compatible. Embed the fonts, do not downsample.

JPG files are accepted and must be a minimum 300 dpi at 100%, CMYK color mode. Black only ads must be in grayscale color mode.

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

### AD SUBMISSION:

Email ads to: [karen@bisoncentral.com](mailto:karen@bisoncentral.com)

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

**DEADLINES & LATE CHARGES:** Ads received after the deadline will incur a \$25 late charge, and placement cannot be guaranteed.

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

## CONTACT

### Karen Conley

Bison World Advertising Manager/Editor  
National Bison Association Communications Director

cell: 605-381-3738

phone: 303-292-2833, Ext. 301

fax: 303-845-9081

email: [karen@bisoncentral.com](mailto:karen@bisoncentral.com)

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