



2021 National Bison Gold Trophy Show & Sale February 18 – 20, 2021 – Rapid City, SD

2021 GTSS Catalog Advertising Rates, Specs, Deadlines & Contact Information

Rates and Sizes:

Premium Pages:

Outside Back Cover - 8 ½" x 11" - \$400 + \$100 color	\$500
Inside Covers - Front - 8 ½" x 11" \$300 + \$100 color	\$400
Inside Covers - Back - 8 ½" x 11" \$300 + \$100 color	\$400
Centerspread - 16" X 9-3/4" - Stapled in center - Black & White	\$525

Regular Pages:

Full Page- 7-1/2" x 9-3/4" - Black & White	\$300
1/2 Page - 7-1/2" x 4-3/4" - Black & White	\$200
1/4 Page - 3-1/2 x 4-3/4" - Black & White	\$150
Business Card - 3-1/2" x 2" - Black & White	\$ 75

Ad Specifications:

300 dpi (266 min.), 150 line screen

Full bleeds on cover (inside and out) advertising (8 ½" x 11" plus ¼" gripper)

Interior pages, no bleeds; please use dimensions above.

Camera-ready electronic files only in PDF format (fonts embedded)

Reservation & Artwork Deadlines:

Reserve space by and have artwork ready by January 20, 2021.

Please e-mail artwork files to jim@bisoncentral.com and confirm receipt.

Advertising is reserved on a first-come, first-served basis.

For More Information:

Contact Jim Matheson at 303-292-2833, ext. 101 or jim@bisoncentral.com

National Bison Association
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