

BISON WORLD

OFFICIAL PUBLICATION OF THE NATIONAL BISON ASSOCIATION

ADVERTISING
RATES 2023



ADVERTISING RATES

AD SIZES	NBA Member Rates		Standard Rates	
	1X	4X	1X	4X
FULL PAGE	\$ 655	\$ 530	\$1,105	\$990
1/2 PAGE	\$ 425	\$ 330	\$635	\$550
1/3 PAGE	\$ 285	\$ 230	\$425	\$380
1/4 PAGE	\$ 215	\$ 170	\$305	\$260
1/8 PAGE	\$ 125	\$ 100	\$185	\$140
INSIDE COVERS	\$ 1,195	\$ 950	\$1,375	\$1,210
OPPOSITE INSIDE COVERS	\$ 1,195	\$ 950	\$1,375	\$1,210
OUTSIDE BACK COVER	\$ 1,255	\$ 1,000	\$1,595	\$1,430
CENTER SPREAD	\$ 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
FULL PAGE	7.5" x 10"	8.375" x 10.875"	8.625" x 11.125"
	VERTICAL	HORIZONTAL	
1/2 PAGE	3.5" x 9.5"	7.25" x 4.75"	
1/3 PAGE	2.25" x 9.759"	7.25" x 3"	
1/4 PAGE	3.5" x 4.75"	not applicable	
1/8 PAGE	not applicable	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
FRONT COVER SPONSOR	\$ 1,250 color only	\$ 1,750
BACK COVER	\$ 950 color only	\$ 1,200
FULL PAGE	\$ 875 color / \$675 black	\$ 1,425 color / \$1,225 black
1/2 PAGE horizontal only	\$ 635 color / \$435 black	\$ 900 color / \$700 black
1/3 PAGE horizontal only	\$ 520 color / \$320 black	\$ 694 color / \$495 black

DEADLINES

ISSUE	SPACE	MATERIALS
Winter	October 15	November 1
Spring	January 15	February 1
Summer	April 15	May 1
Fall	July 15	August 1

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.

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

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

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