

BOWLING CENTER MANAGEMENT RATE CARD

BLACK/WHITE	1x	3x	6x	12x	24x	36x
Page	\$1,880	\$1,840	\$1,740	\$1,660	\$1,620	\$1,550
2-page Spread	3,570	3,500	3,310	3,150	3,075	2,950
2/3 page	1,440	1,380	1,300	1,260	1,220	1,160
1/2 page Island	1,330	1,220	1,120	1,080	1,050	1,030
1/2 page	1,160	1,120	1,070	1,040	990	970
1/3 page	940	910	860	840	820	770
1/4 page	680	670	650	610	580	550
1/6 page	570	560	520	500	480	460

TWO COLOR

Add 20% to the black and white rates.

FOUR COLOR

Page	\$2,530	\$2,490	\$2,390	\$2,310	\$2,270	\$2,200
2-page Spread	4,810	4,730	4,540	4,380	4,310	4,180
2/3 page	2,090	2,030	1,950	1,910	1,870	1,810
1/2 page Island	1,980	1,870	1,770	1,730	1,700	1,680
1/2 page	1,810	1,770	1,720	1,690	1,640	1,620
1/3 page	1,590	1,560	1,510	1,490	1,470	1,420
1/4 page	1,330	1,320	1,270	1,220	1,160	1,110
1/6 page	1,120	1,080	1,030	990	950	910

COVERS

Inside Front	\$3,200	\$3,100	\$3,000	\$2,900	\$2,800	\$2,700
Inside Back	3,000	2,900	2,800	2,700	2,600	2,500
Back Cover	3,400	3,300	3,200	3,100	3,000	2,900

NETWORK

20% discount when similar ad is run in a concurrent issue of Bowlers Journal.

INSERTS

Contact publisher for quantities, rates and shipping information.

AGENCIES

15% to agencies. Net 30 days. No discounts on classifieds.

CIRCULATION

Total monthly average: 7,000. Every domestic bowling center and every member of the European Bowling Proprietors Association, suppliers, manufacturers and distributors worldwide.

SALES

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CLOSING

CONFIRMATION: 5th MATERIALS: 14th preceding cover date

CLASSIFIED AD RATES

TEXT CLASSIFIED ADS

Per Word	\$1.85
Per Boldface Word	2.10
Per Color Word	2.55
Blind Box	20.00

BLACK/WHITE DISPLAY ADS

Per Column Inch	\$70
1/6 Page	350
1/4 Page	530
1/3 Page	700
1/2 Page	1,030
2/3 page	1,350

TWO-COLOR DISPLAY ADS

Per Column Inch	\$85
1/6 Page	415
1/4 Page	610
1/3 Page	825
1/2 Page	1,165
2/3 page	1,490

FOUR-COLOR DISPLAY ADS

Per Column Inch	\$115
1/6 Page	560
1/4 Page	815
1/3 Page	1,075
1/2 Page	1,315
2/3 page	1,595

CLASSIFIED CLOSING DATES:

SPACE CONFIRMATION AND MATERIALS ARE DUE BY THE 8th OF THE MONTH PRECEDING COVER DATE.