

BILLIARDS DIGEST

For 30 years, BILLIARDS DIGEST has been the No. 1 news source in the industry, delivering unmatched editorial — instruction, tournament coverage, profiles and industry news — and graphic design to its readers, and delivering the game's wealthiest, most educated and influential consumers to its advertisers.

CIRCULATION

Average Distribution Breakdown

Consumers:	11,000
Newsstand Distribution:	2,000
Billiard Club/Retail Stores:	1,350
Trade (Manufacturers, Distributors, Suppliers):	300
Bonus Distribution:	1,000
Office Copies:	500

2009 EDITORIAL CALENDAR



ISSUE	EDITORIAL FOCUS	DESCRIPTION	SPACE DEADLINE	MATERIAL DEADLINE
JANUARY	State of the Industry	BD takes a wide-angle look at the year ahead in pool and the challenges facing the industry and pro tours.	NOV. 24	NOV. 28
FEBRUARY	Player of the Year & BD Awards	Our annual, no-holds-barred recap of the year in pool.	DEC. 20	DEC. 24
MARCH	Annual Cue Issue	The top offerings from production cuemakers and custom wand craftsmen. BONUS DISTRIBUTION: Super Billiards Expo Attendees	JAN. 26	JAN. 30
APRIL	Annual Home Gameroom Issue	The owners of amazing home gamerooms from across the country reveal the goods they purchased to make the space special.	FEB. 23	FEB. 27
MAY	Special Instruction Issue	An insider's guide to jaw-dropping skill shots like the massé, jump shot, thin cut, and more!	MARCH 23	MARCH 27
JUNE	Accessories issue	The top pros reveal the contents of their cue cases. Special Business Feature: 2009 BCA Trade Show Preview	APRIL 24	APRIL 29
JULY	BCA Trade Expo Program Issue	Our complete trade show guide, with detailed listings, floorplan, and a schedule of events. BONUS DISTRIBUTION: On-site to All Show Attendees	MAY 25	MAY 29
AUGUST	Annual BD Web Awards	We scour pool's corner of the Internet for the most innovative and successful sites, and show how you can thrive on the Web.	JUNE 22	JUNE 26
SEPTEMBER	Special Instruction Issue	We ask the top pros and instructors to dig into the mysteries of pattern play and produce easy maps for your next runout.	JULY 27	JULY 31
OCTOBER	Annual Table Issue	For consumers looking for the most bang for their buck, we ask the top table manufacturers to share their most affordable options.	AUG. 24	AUG. 28
NOVEMBER	New Billiard Room Issue	We unveil the Top 10 New Billiard Clubs in America.	SEPT. 21	SEPT. 25
DECEMBER	Holiday Gift Guide	Free product placement for every gift idea, from pool tables and bars to cues, accessories and more.	OCT. 26	OCT. 30

2009 ADVERTISING RATES

BLACK/WHITE

	1X	3X	6X	12X	24X	36X
Page	\$1,360	\$1,395	\$1,220	\$1,160	\$1,110	\$1,010
Spread	2,580	2,470	2,310	2,200	2,110	1,900
2/3 Page	1,125	1,085	1,020	960	915	850
1/2 Page	910	860	820	770	735	670
1/3 Page	710	680	650	615	595	540
1/4 Page	500	480	460	440	410	385
1/6 Page	380	360	330	295	275	245

TWO COLOR

Page	\$1,575	\$1,540	\$1,460	\$1,400	\$1,360	\$1,240
Spread	3,000	2,930	2,780	2,660	2,590	2,380
2/3 Page	1,360	1,310	1,250	1,190	1,145	1,090
1/2 Page	1,155	1,105	1,060	995	960	915
1/3 Page	945	915	885	845	825	775
1/4 Page	720	695	680	655	640	600
1/6 Page	590	575	540	510	490	455

FOUR COLOR

Page	\$1,835	\$1,760	\$1,675	\$1,600	\$1,530	\$1,455
Spread	3,485	3,350	3,190	3,035	2,935	2,730
2/3 Page	1,605	1,550	1,475	1,400	1,350	1,280
1/2 Page	1,385	1,325	1,275	1,205	1,165	1,100
1/3 Page	1,190	1,120	1,080	1,020	995	925
1/4 Page	955	925	895	850	810	765
1/6 Page	730	715	690	640	605	575

COVERS

COVER 2 (INSIDE FRONT)	\$2,290	\$1,555	\$1,475	\$1,415	\$1,375	\$1,250
COVER 3 (INSIDE BACK)	2,180	2,080	2,025	1,920	1,860	1,760
COVER 4 (BACK COVER)	2,455	2,355	2,245	2,205	2,155	1,945

WEB BANNERS • BILLIARDSDIGEST.COM

Ask Advertising Representative for full details about rates.

LUBY PUBLISHING • 122 S. MICHIGAN AVE. SUITE 1506, CHICAGO IL 60603 • WWW.BILLIARDSDIGEST.COM

INSERTS

Contact publisher for quantities, rates and shipping. Mailing for inserts only:
RR Donnelley • ATTN: Billiards Digest
 Route 251 & 4099th Road,
 Mendota, IL 61342
 PH: 815-539-1284

MARKETPLACE

Marketplace ads are 3.375" wide. Cost is determined by height:
 Black and white: 1-Inch: \$190 • 2-inch: \$210 • 3-inch: \$235
 Add \$75 for two-color. Add \$150 for four-color.

AGENCY DISCOUNT

15% to certified agencies. Net 30 days. No discounts on Classified advertising.

CONTACT

MIKE PANOZZO
 email: mikep@billiardsdigest.com
 Ph: 312-341-1110

MECHANICAL POLICIES

One Matchprint or color proof must accompany all color material. There will be a charge to create a Matchprint if color proofs are not furnished.

Publisher assumes no responsibility for color if Matchprints are not furnished.

A laser printout is required for ads. Faxed printouts for emailed or posted ads are acceptable. Fax to: (312) 341-1469.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. For specific sizes, see diagrams at right. Note: to run a fractional that bleeds off the page, please call for further specifications and sizes.

Publisher reserves the right to re-size,

rebuild or otherwise make producible any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates:

\$125 per hour. Two-hour (\$250) minimum. These charges are non-commissionable.

DIGITAL SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

Suggestions to Help Us Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.

- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Photos and art should be built to printer's quality — 300dpi at 100% of size used.

- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.

- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK color space.

- Submit final layouts at 100% for quality control.

- Indicate all special instructions on the layouts or within your PO.

- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.

Please include the advertiser's name. For large files (10mb or more), please send on Zip disk or cd-rom via a trackable service (i.e., FedEx, UPS) to:

LUBY PUBLISHING
 122 S. Michigan Ave. Suite 1506
 Chicago IL 60603
 (312) 341-1110

A 2-PAGE SPREAD TRIM SIZE: 16" w x 10.75" h BLEED SIZE: 16.25" w x 11" h	B FULL PAGE TRIM SIZE: 8" w x 10.75" h BLEED SIZE: 8.25" w x 11" h	
C 1/2-PAGE SPREAD SIZE: 15" w x 4.875" h TRIM SIZE: 16" w x 5.25" h BLEED SIZE:	D 2/3 VERTICAL SIZE: 4.5" w x 10" h	
E 1/2 VERTICAL SIZE: 3.25" w x 10" h	F 1/2 ISLAND SIZE: 4.5" w x 7.25" h	G 1/2 HORIZONTAL SIZE: 7" w x 4.875" h
H 1/3 VERTICAL SIZE: 2.125" w x 10" h	I 1/3 SQUARE SIZE: 4.5" w x 4.875" h	J 1/3 HORIZONTAL SIZE: 7" w x 3.25" h
K 1/4 STANDARD SIZE: 3.25" w x 4.875" h	L 1/4 HORIZONTAL SIZE: 7" w x 2.125" h	M 1/6 VERTICAL SIZE: 2.125" w x 4.785" h