

BOWLERS JOURNAL INTERNATIONAL RATE CARD

BLACK/WHITE	1x	3x	6x	12x	24x	36x
Page	\$2,170	\$2,160	\$2,120	\$2,040	\$1,980	\$1,880
2-page Spread	4,120	4,100	4,030	3,880	3,760	3,570
2/3 page	1,830	1,700	1,630	1,530	1,400	1,330
1/2 page Island	1,540	1,450	1,340	1,210	1,130	1,080
1/2 page	1,470	1,380	1,280	1,150	1,080	1,030
1/3 page	1,230	1,100	1,040	960	900	840
1/4 page	940	870	800	760	690	650
1/6 page	840	780	700	640	570	540

TWO COLOR

Add 20% to the black and white rates.

FOUR COLOR

Page	\$2,820	\$2,810	\$2,770	\$2,690	\$2,630	\$2,530
2-page Spread	5,360	5,340	5,260	5,110	5,000	4,810
2/3 page	2,480	2,350	2,280	2,180	2,050	1,980
1/2 page Island	2,190	2,100	1,990	1,860	1,780	1,730
1/2 page	2,120	2,030	1,930	1,800	1,730	1,680
1/3 page	1,880	1,760	1,690	1,600	1,550	1,490
1/4 page	1,590	1,520	1,410	1,400	1,350	1,300
1/6 page	1,310	1,250	1,170	1,100	1,040	1,000

COVERS

Inside Front	\$3,900	\$3,800	\$3,700	\$3,600	\$3,500	\$3,400
Inside Back	3,700	3,600	3,500	3,400	3,300	3,200
Back Cover	4,200	4,100	4,000	3,900	3,800	3,700

INSERTS

Contact publisher for quantities, rates and shipping information.

AGENCIES

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

CIRCULATION

Total monthly average: 20,000. Domestic and foreign bowling centers, pro shops, distributors, manufacturers, suppliers, mechanics, semi professional and professional bowlers. 90% of circulation is paid. Audited by U.S. Post Office.

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.