

PROSHOP OPERATOR RATE CARD

OPEN RATES

BLACK/WHITE

	1x	3x	6x	12x	24x
Page	\$1,830	\$1,740	\$1,650	\$1,570	\$1,490
2-Page Spread	3,480	3,310	3,140	2,980	2,830
2/3 Page	1,520	1,440	1,370	1,300	1,240
1/2 Page Island	1,370	1,300	1,230	1,170	1,120
1/2 Page	1,260	1,200	1,140	1,080	1,030
1/3 Page	1,050	1,000	950	900	860
1/4 Page	870	830	790	750	710
1/6 Page	720	680	650	620	590

TWO COLOR

Add 20% to the black and white rates.

FOUR COLOR

Page	\$2,230	\$2,140	\$2,050	\$1,970	\$1,890
2-Page Spread	4,240	4,070	3,900	3,700	3,560
2/3 Page	1,920	1,840	1,770	1,700	1,640
1/2 Page Island	1,770	1,700	1,630	1,570	1,520
1/2 Page	1,660	1,600	1,540	1,480	1,430
1/3 Page	1,450	1,400	1,350	1,300	1,260
1/4 Page	1,270	1,230	1,190	1,150	1,110
1/6 Page	920	880	850	820	790

COVERS

Inside Front	\$2,680	\$2,570	\$2,460	\$2,360	\$2,270
Inside Back	2,450	2,350	2,260	2,170	2,080
Back Cover	2,900	2,780	2,670	2,560	2,460

PREFERRED RATES

BLACK/WHITE

	1x	3x	6x	12x	24x
Page	\$915	\$870	\$825	\$785	\$745
2-Page Spread	1,740	1,655	1,570	1,490	1,415
2/3 Page	760	720	685	650	620
1/2 Page Island	685	650	615	585	560
1/2 Page	630	600	570	540	515
1/3 Page	525	500	475	450	430
1/4 Page	435	415	395	375	355
1/6 Page	360	340	325	310	295

TWO COLOR

Add 20% to the black and white rates.

FOUR COLOR

Page	\$1,315	\$1,270	\$1,225	\$1,185	\$1,145
2-Page Spread	2,500	2,400	2,330	2,250	2,180
2/3 Page	1,160	1,120	1,085	1,050	1,020
1/2 Page Island	1,085	1,050	1,015	985	960
1/2 Page	1,030	1,000	970	940	915
1/3 Page	925	900	875	850	830
1/4 Page	835	815	795	775	755
1/6 Page	560	540	525	510	495

COVERS

Inside Front	\$1,580	\$1,520	\$1,470	\$1,420	\$1,370
Inside Back	1,450	1,400	1,350	1,300	1,260
Back Cover	1,710	1,650	1,590	1,540	1,490

CLOSING DATES

JANUARY

Confirmation	November 28, 2008
Materials	December 5, 2008

MARCH

Confirmation	January 30, 2009
Materials	February 6, 2009

MAY

Confirmation	March 31, 2009
Materials	April 7, 2009

JULY

Confirmation	May 29, 2009
Materials	June 5, 2009

SEPTEMBER

Confirmation	July 31, 2009
Materials	August 7, 2009

NOVEMBER

Confirmation	October 1, 2009
Materials	October 8, 2009

INSERTS

Contact publisher for quantities, rates and shipping information.

AGENCIES

15% to agencies. Net 30 days.

CIRCULATION

Monthly average: 4,500. Every IBPSIA and domestic pro shop, plus distributors, manufacturers, suppliers worldwide. Controlled distribution.

PREFERRED RATES

24X consumer product advertisers in Bowlers Journal International qualify for preferred rates in PSO.

SALES

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