

# US BOWLER RATE CARD

BLACK/WHITE	1x	3x	6x	12x
Page	\$60,000	\$57,000	\$54,000	\$51,000
2/3 Page	49,800	47,300	44,900	42,300
1/2 Page	41,500	39,500	37,300	35,100
1/3 Page	34,300	32,600	30,900	29,100
1/6 Page	28,500	27,100	25,600	24,100

## TWO COLOR

Add 20% to the black and white rates.

## FOUR COLOR

Page	\$75,000	\$71,300	\$67,500	\$63,750
2/3 Page	62,300	59,200	56,000	52,900
1/2 Page	51,700	49,100	46,500	43,900
1/3 Page	42,900	40,750	38,600	36,400
1/6 Page	35,600	33,900	32,000	30,200

## COVERS

Inside Front	\$90,000	\$85,500	\$81,000	\$76,500
Inside Back	82,500	78,400	74,250	70,100
Back Cover	97,500	92,600	87,750	82,900

## AGENCIES

15% to agencies. Net 30 days. No Classifieds.

## CIRCULATION

**Total issue average:** 2,000,000 members of the United States Bowling Congress (USBC). Primarily domestic readership. The magazine is sent to USBC trade shows, conventions and tournaments, as well as bowling centers, distributors, manufacturers and suppliers. Audited by the BPA.

## SALES

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## CLOSING

### SPRING ISSUE (FEBRUARY)

Confirmation & Materials  
December 29, 2008  
In-Home Delivery  
February 2, 2009

### SUMMER ISSUE (MAY)

Confirmation & Materials  
March 30, 2009  
In-Home Delivery  
May 4, 2009

### FALL ISSUE (AUGUST)

Confirmation & Materials  
July 10, 2009  
In-Home Delivery  
August 14, 2009

### WINTER ISSUE (NOVEMBER)

Confirmation & Materials  
October 5, 2009  
In-Home Delivery  
November 9, 2009

# US YOUTH BOWLER RATE CARD

BLACK/WHITE	1x	3x	8x
Page	\$10,500	\$9,375	\$8,200
1/2 Page	7,400	6,400	5,400
1/3 Page	6,200	5,375	4,535
1/4 Page	4,150	3,350	2,520
1/6 Page	3,150	2,650	1,550

## TWO COLOR

Add 20% to the black and white rates.

## FOUR COLOR

Page	\$12,500	\$11,375	\$10,200
1/2 Page	9,400	8,400	7,400
1/3 Page	8,200	7,375	6,535
1/4 Page	6,150	5,350	4,520
1/6 Page	4,760	3,950	3,160

## COVERS

Inside Front	\$15,000	\$13,650	\$12,240
Inside Back	13,750	12,500	11,220
Back Cover	16,250	14,800	13,260

## AGENCIES

15% to agencies. Net 30 days. No Classifieds.

## CIRCULATION

**Total issue average:** 350,000 youth members of the United States Bowling Congress (USBC). Primarily domestic readership. The magazine is sent to USBC trade shows, conventions and tournaments, as well as bowling centers, distributors, manufacturers and suppliers.

## SALES

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## CLOSING

### SPRING ISSUE (FEBRUARY)

Confirmation & Materials  
February 6, 2009  
In-Home Delivery  
March 13, 2009

### SUMMER ISSUE (MAY)

Confirmation & Materials  
May 11, 2009  
In-Home Delivery  
June 15, 2009

### FALL ISSUE (AUGUST)

Confirmation & Materials  
August 18, 2009  
In-Home Delivery  
September 22, 2009

### WINTER ISSUE (NOVEMBER)

Confirmation & Materials  
November 9, 2009  
In-Home Delivery  
December 14, 2009