



Ad Sales Representative



ABGA Office
325-486-2242
editor@abga.org

Specifications

DIGITAL, PRINT-READY ADS

- ❖ Print-ready means the ad is complete and needs no alteration.
- ❖ Print-ready ads should be submitted in electronic format via email as press-optimized, high-resolution PDF's with all fonts and graphics embedded.
- ❖ High resolution jpg, tiff, eps files also accepted. Word, Powerpoint, Publisher or any other format is not accepted.

TERMS

- ❖ Ads must be paid for in full before they will be printed.

CANCELLATIONS

- ❖ Ad space reserved but cancelled or not filled will be billed at the full rate.

Ad Size Definitions

LIVE – The area within the margins where your ad can be placed.

TRIM – The size of the page after the magazine has been printed and trimmed to final size.

BLEED – extending ad beyond page trim so when page is cut, the ad extends to the edges of the page.

Ad Rates

SIZE	TYPE	1 time	3 times	6 times
Back Cover	Color	\$1,300.00	N/A	N/A
Inside Back Cover	Color	\$1,000.00	N/A	N/A
Inside Front Cover	Color	\$1,000.00	N/A	N/A
Center Spread	Color	\$1,300.00	\$1,250.00	\$1,200.00
Two Page Spread	Color	\$1,000.00	\$950.00	\$900.00
Full Page	Color	\$800.00	\$775.00	\$750.00
Two-Thirds Page	Color	\$575.00	\$550.00	\$525.00
Half Page	Color	\$475.00	\$450.00	\$425.00
Third Page	Color	\$300.00	\$300.00	\$275.00
Quarter Page	Color	\$250.00	\$250.00	\$225.00
Business Card	Color	N/A	N/A	\$300.00
Business Card	B&W	N/A	N/A	\$150.00

Ad Size

SIZE	LIVE	TRIM	BLEED
Back Cover	7.625 X 8	8.375 X 8.625	8.625 X 8.75
Full Page	7.625 X 9.75	8.375 X 10.75	8.625 X 11
Two-Thirds Page	7.625 X 6.5	8.375 X 7	8.625 X 7.125
Half Page	7.625 X 4.9	8.375 X 5.5	8.625 X 5.625
Third Page	5 X 5	N/A	N/A
Quarter Page	3.75 X 4.9	N/A	N/A
Business Card	2.25 X 1.25	N/A	N/A

Deadlines

ISSUE	ADS BOOKED	CONTENT RECEIVED	MAGAZINE MAILED
January/February	January 1	January 5	January 23
March/April	March 1	March 5	March 23
May/June	May 1	May 5	May 23
July/August	July 1	July 5	July 23
September/October	Sept 1	Sept 5	Sept 23
November/December	Nov 1	Nov 5	Nov 23