

The **BOWLING NEWS**

Mailing Address: P.O. Box 1642, Colleyville, Texas 76034-1642

Delivery Address: 4133 Heartstone Dr., Grapevine, TX 76051

Email: bill@thebowlingnews.net

Tony and Genie Franklin, Publishers
Bill and Carol Hazlett, Managing Editors

TELEPHONE: 817-267-8686 • FAX: 817-267-1813 • www.TheBowlingNews.net

PUBLICATION DATE:

Each Thursday, 50 editions a year

ADVERTISING DEADLINE:

Thursday before publication

Advertising Rates:

Open Rate is \$8.12 per Column inch

Standard Ad Sizes	Column Inches	Open Rate	Contract Rate*
Full Page 5 Col. x 13.5"	67.5	\$548	\$384
Half Page 5 col x 6.75"	34	\$274	\$206
3 col x 8" fits letter size reduced	24	\$195	\$156
3 col x 7"	21	\$171	\$145
2 col x 6"	12	\$97	\$83
2 col x 5"	10	\$81	\$71
2 col x 4"	8	\$65	\$57
2 col x 2"	4	\$32	\$29

Dollar amounts are rounded

*Contract Rates apply to those customer that advertise consistently. Either a specific multi-issue ad program or consistently advertise multiple times over the course of a year.

Business Card Page: \$11 per issue. For Pro Shops and other Bowling related businesses. These must run every issue. While there is no specific term to run, these are designed as a long term reference resource for our readers and don't change every issue.

INSERTS: We can insert your printed material into each newspaper. The piece as inserted must fit into the folded size (7" x 11") of the newspaper and be shipped to us by the Thursday prior to publication.

Pricing: Southwest Edition \$296.00, all other editions \$225.00

WEEKLY Readership:

Published each Thursday of the month
 12,000 In Dallas/Fort Worth Metroplex, and Texas. Email and Mail distribution (currently over 300) includes Oklahoma, Arkansas, Kansas, Louisiana, New Mexico, Utah, California, Pennsylvania, Illinois, Dominican Republic, Singapore and Australia.

Southwest Edition Readership (Monthly):

Published the first Thursday of each month
 16,000 In Dallas/Fort Worth Metroplex, Arkansas, New Mexico, Kansas, Oklahoma and Texas. Email and Mail distribution (currently over 300) includes Louisiana, Utah, California, Pennsylvania, Illinois, Dominican Republic, Singapore and Australia.

MECHANICAL SPECIFICATIONS:

Printed by Offset
 Overall page size: 11 3/8" x 15"
 5 Columns per page with a 3/16" gutter between columns

AD COLUMN WIDTHS:

1 Column = 1 7/8" (1.906")
 2 Column = 4" (4.00")
 3 Column = 6 1/16" (6.094")
 4 Column = 8 3/16" (8.189")
 5 Column (full page width) = 10 1/4" (10.28")
 Full Page image area = 10 1/4" x 13 1/2"

COLOR PRINTING:

Standard advertising is black ink only. Both spot and full color advertising is accepted subject to positioning limitations and color printing charges.

Color Printing charges (subject to positioning limits, middle spread or back page): Spot color additional \$35.00 flat, Full Process Color \$175 flat.

Color Printing charges (No positioning limits): Spot color additional \$70.00 flat, Full Process Color \$225 flat.

CAMERA READY COPY:

We accept camera ready copy in many formats, please contact us for any special requirements.

COMPOSITION CAPABILITIES:

Composed electronically on a PC based system, output as pressready full size pages. Primary production software packages used: Adobe Indesign, Corel Draw, Adobe Photoshop and various other special purpose programs.

GRAPHIC FORMATS ACCEPTED: Adobe PDF, Adobe Illustrator, Adobe Indesign, CorelDraw, Microsoft Publisher, Tagged Image Format (.tif), Jpeg, Windows Bitmap (.bmp), Encapsulated Postscript (.eps). Bitmap graphics (Tif, Jpg, Bmp) should be at least 300 dpi and if type is involved 600 dpi. Please embed or convert to outline all fonts other than the standard fonts. If that is not possible send the font with the ad.