

## 2012 Rate Card

**Circulated to over 1,200 readers monthly**

Today's Date: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Agency: \_\_\_\_\_ (if applicable)  
 Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Month to Begin ad \_\_\_\_\_  
 Ad Size \_\_\_\_\_  
 Color  BW   
 Number of Months: \_\_\_\_\_  
 (x) Cost per month: \_\_\_\_\_  
 Subtotal = \_\_\_\_\_  
 Premium Placement Fee: \_\_\_\_\_  
 (15% of total)  
 Company to Provide Artwork   
 ABC to Design ad (add \$100)   
 Total Due \_\_\_\_\_

Payment Method:  
 Check  
 MC  Visa  American Express  
 Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_  
 (Amex - 4 digits on front, MC/VISA 3 digits on back)  
 Card Number: \_\_\_\_\_  
 Name on card: (Please Print) \_\_\_\_\_  
 Title \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 (If different from above) \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

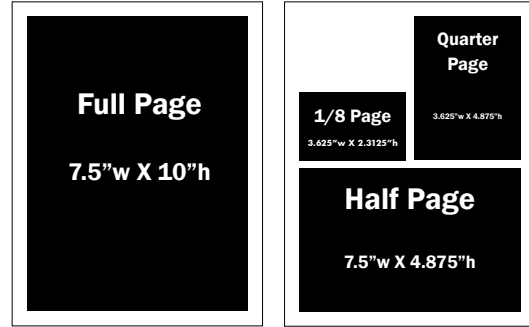
### Materials Deadline

Issue	Deadline	Issue	Deadline
January	November 15	July	May 16
February	December 15	August	June 15
March	January 17	September	July 15
April	February 15	October	August 15
May	March 15	November	September 15
June	April 15	December	October 17



**For Advertising Information**  
**Contact Becki Lewis at 407-628-2070**  
 or [blewis@abccentralflorida.org](mailto:blewis@abccentralflorida.org)

651 Danville Drive, Suite 200  
 Orlando, FL 32825-6393



Magazine trim size: 8.5" x 11"  
 Ad Sizes:  
 Full Page: 7.5" x 10" w/bleed 8.75" x 11.25"  
 Half Page: 7.5" x 4.875" w/bleed 8.75" x 5.125"  
 Quarter Page: 3.625" x 4.875"  
 1/8 page: 5" x 2.3125"

### ABC Member Rate

	1x	3x	6x	12x
4 color Full Page	\$800.00	\$735.00	\$680.00	\$625.00
Half Page	\$450.00	\$415.00	\$380.00	\$350.00
1/4 page	\$250.00	\$230.00	\$210.00	\$195.00
1/8 page	\$150.00	\$138.00	\$127.00	\$117.00

B&W	1x	3x	6x	12x
Full Page	\$560.00	\$515.00	\$475.00	\$440.00
Half Page	\$315.00	\$290.00	\$267.00	\$245.00
1/4 page	\$175.00	\$160.00	\$148.00	\$135.00
1/8 page	\$105.00	\$97.00	\$89.00	\$80.00

Multiple run rates (3x, 6, 12) must be published in consecutive months

### Premium Placement:

Back Cover, Inside Front Cover (left and right) are full page only positions and are subject to a 15% placement fee. Preferred placement within other areas of BCF subject to 10% placement fee. Subject to availability.

### Specifications:

We accept electronic files listed below in order of preference:

- Press Optimized PDF (with high resolution graphics and all fonts embedded)
- TIFF (300 ppi)
- JPEG (300 ppi)

We cannot accept Microsoft Publisher files, or layouts created in Word. All ads must be supplied digitally.

### We Can Design Your Ad For You.

Contract prices are for camera ready ads. We can design your ad for you for a discounted price of \$100 (includes 1 hour of design time, additional time will be charged at \$75 per hour). Design services contracted through ABC are for use in ABC Publications only (includes EIC awards). Additional usage rights may be purchased at a discounted rate.

For further information regarding layout, contact our Director of Communications, Brian Barker, at 407-398-1268 or [bbarker@abccentralflorida.org](mailto:bbarker@abccentralflorida.org).