

Building

CENTRAL FLORIDA

Circulated to over 1,000 readers monthly.

Company: _____
 Agency: _____ (if applicable)
 Contact: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Credit Card (if different from above)
 Billing: _____
 City: _____ State: _____ Zip: _____

Ad Size: _____ **Payment Method:**
 Number of Months: _____ Check: _____ (number)
 (x) Cost per month: _____ MC / Visa / American Express
 Subtotal = _____ Expiration Date: _____
 Premium Placement Fee: _____ Code: _____
 (15% of total) (Amex - 4 digits on front, MC/VISA 3 digits on back)
 Total Due: _____

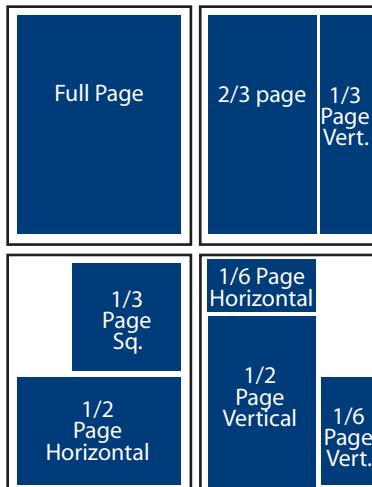
Card Number: _____
 Name on card: (Please Print) _____
 Signature: _____
 Title: _____ Date: _____
 ABC Accepted by: _____ Date: _____



Central Florida Chapter

Call 407.628.2070
 BCF@abccentralflorida.org
 abccentralflorida.com

651 Danville Drive, Suite 200
 Orlando, FL 32825



2010 Rate Card

ABC MEMBER RATE

4 COLOR	1x	3x	6x	12x
Full Page	\$800	\$765	\$730	\$695
2/3 Page	\$560	\$540	\$515	\$490
Half Page	\$445	\$425	\$405	\$385
1/3 Page	\$290	\$275	\$265	\$250
1/6 Page	\$165	\$155	\$150	\$140

B/W	1x	3x	6x	12x
Full Page	\$520	\$500	\$475	\$455
2/3 Page	\$365	\$350	\$335	\$320
Half Page	\$290	\$275	\$265	\$250
1/3 Page	\$190	\$180	\$175	\$165
1/6 Page	\$110	\$105	\$100	\$95

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.

To obtain non-member advertising rates, please call Pamela Hughes at 407-398-1268.

MATERIALS DEADLINE

Issue	Deadline
January	November 27, 2009
February	December 25, 2009
March	January 29, 2010
April	February 26, 2010
May	March 26, 2010
June	April 30, 2010
July	May 28, 2010
August	June 25, 2010
September	July 30, 2010
October	August 27, 2010
November	October 1, 2010
December	October 29, 2010

Ad Sizes (inches)	Width	Height
Full Page (Bleed)	9	11.5
Full Page	8	10.5
2/3 Page	5.2465	10.5
1/2 Page Horizontal	8	5.1875
1/2 Page Vertical	5.2465	7.875
1/3 Page Vertical	5.2465	10.5
1/3 Page Square	5.2465	5.25
1/6 Page Horizontal	5.2465	2.5
1/6 Page Vertical	2.6285	5.25