

# AD INFORMATION FOR THE BAR BULLETIN

# 2016

BY THE NUMBERS

## Display Advertisement Pricing Per Issue

### FREQUENCY

	12X	6X	3X	1X
Full Page.....	\$1175	\$1,334	\$1,460	\$1,775
1/2 Page.....	\$630	\$715	\$784	\$955
1/3 Page.....	\$465	\$525	\$570	\$688
1/4 Page.....	\$380	\$425	\$462	\$552
1/6 Page.....	\$240	\$268	\$295	\$354
1/8 Page.....	\$205	\$242	\$275	\$300

### Announcements & Services Page

Double Tall	\$215
Single	\$145

**GUARANTEED  
PLACEMENT -  
plus 15%**

**7,500**  
MONTHLY  
READERS

**5,500**  
KCBA  
MEMBER  
READERS

## Display Advertisement Specifications

### Dimensions (inches)

Full Page	10X13.25
1/2 Page (h)	10X6.75
1/2 Page (v)	7.458x9
1/3 Page (h)	10x4.5
1/3 Page (v)	4.917x9
1/4 Page	4.917x6.75
1/6 Page	4.917x4.5
1/8 Page	4.917x3.5
Single	3.222x2
Double Tall	3.222x4.17

No bleeds or crop marks

### Classifieds (word only)

\$45 first 30 words  
\$1.25 per additional word

<b>Full Page Ad Size</b> 10" wide x 13.25" high	<b>1/3 Page (v)</b> 4.917" wide x 9" high	<b>1/6 Page</b> 4.917" wide x 4.5" high	<b>Half Page Ad Size (v)</b> 7.458" wide x 9" high
	<b>1/3 Page (h)</b> 10" wide x 4.5" high		
<b>1/4 Page</b> 4.917" wide x 6.75" high	<b>1/8 Page</b> 4.917" wide	<b>Announcements</b>  <b>1/6 Page</b> 4.917" wide	<b>Classified</b>  1 col  2 column
<b>Half Page Ad Size (h)</b> 10" wide x 6.75" high		<b>Services</b>  Double Tall 3.222" w x 4.17" h Single 3.222" w x 2" h	

**32**  
PAGES  
PER ISSUE

**12**  
ISSUES  
PER YEAR

Rates listed for color/B&W. Design assistance available for additional fee.

**Print ready display ads due by 15th of month prior to publication.**

Ad submissions preferred as high res .pdf, no bleeds or crop marks.

Classified ads due by 18th of month prior to publication.

www.kcba.org/barbulletin for complete design specifications, policies, and other terms.

Ready to advertise?  
Have more questions?  
Please contact the  
Publications Dept.  
publications@kcba.org  
206-267-7051