



## ADVERTISING SHEET — EFFECTIVE APRIL 2005

| <b>DISPLAY ADVERTISING RATES</b>       |                   | <b>1X</b> | <b>2X</b> | <b>3X</b> | <b>4X</b> |
|--|-------------------|-----------|-----------|-----------|-----------|
| <b>BLACK &amp; WHITE RATES (w x h)</b> |                   |           |           |           |           |
| Full Page                              | 10 x 13.4 inches  | 1225.     | 1175.     | 1100.     | 1000.     |
| Half Page (Horizontal)                 | 10 x 6.6 inches   | 725.      | 700.      | 650.      | 575.      |
| Half Page (Vertical)                   | 4.9 x 13.4 inches | 725.      | 700.      | 650.      | 575.      |
| Quarter Page (Vertical)                | 4.9 x 6.6 inches  | 450.      | 425.      | 395.      | 345.      |
| <b>FULL COLOR RATES (w x h)</b>        |                   |           |           |           |           |
| Full Page                              | 10 x 13.4 inches  | 1550.     | 1500.     | 1425.     | 1325.     |
| Half Page (Horizontal)                 | 10 x 6.6 inches   | 925.      | 900.      | 850.      | 775.      |
| Half Page (Vertical)                   | 4.9 x 13.4 inches | 925.      | 900.      | 850.      | 775.      |
| Quarter Page (Vertical)                | 4.9 x 6.6 inches  | 550.      | 525.      | 495.      | 445.      |

### **AD INFORMATION**

- ~ Ads Must Be Submitted On a PC Formatted CD or via e-mail
- ~ All Ads Submitted Must Be Saved As a TIFF and Color Formatted (or greyscale) CMYK
- ~ Resolution must be between 200 and 300 dpi
- ~ Trim Size 11 3/8 x 15 inches
- ~ Line Area 10 x 14 inches
- ~ 85 Line Screen

### **PUBLICATION INFORMATION**

- ~ Published Quarterly (Jan-Mar-June-Sept)
- ~ Controlled International Circulation of +35,000
- ~ Current and past issues available at [www.baberuthleague.org/bullpen.html](http://www.baberuthleague.org/bullpen.html)
- ~ All Rates Are Net and Non-Commissionable
- ~ Billed Upon Publication, Payable Within 30 Days

### **CLOSING DATES**

- Space Reservation - 1st Day of Preceding Month
- To Receive Copy - 10th Day of Preceding Month
- Cancellation - 30 Days Prior to Scheduled Publication Date

Established in 1958, the BULLPEN is mailed from Trenton, New Jersey to news media; Park and recreation administrators; Babe Ruth team sponsors; managers and coaches, league officials, umpires; professional baseball and softball management and high school and college athletic directors and coaches. Additional distribution is conducted at sports equipment trade shows and athletic functions.

The publisher reserves the right to reject any advertising which is perceived not to be up to the publication's standards or not in the best interest of Babe Ruth League, Inc. The publisher assumes no responsibility for content of advertising including text, representation and illustration.

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