

## Advertising Rate Sheet 2016

*BONSAI & Stone Appreciation Magazine* is the official publication of BONSAI CLUBS INTERNATIONAL.

The first English language periodical on the art of bonsai, *BONSAI & Stone Appreciation Magazine* is featured in BCI Member Club libraries around the world, enjoys a large individual membership and can get your message to a wide international bonsai audience.

Display Advertising Rates	Ad Dimensions In Inches				
	Black & White	Black + one color	Full Color	Horizontal	Vertical
1/8 Page	\$ 60	\$ 70	\$ 80	3.625 x 2.375	n/a
1/6 Page	\$ 70	\$ 85	\$100	3.625 x 3.125	2.375 x 4.875
1/4 Page	\$100	\$120	\$140	7.5 x 2.375	3.625 x 4.875
1/3 Page	\$130	\$155	\$180	7.5 x 3.125	2 3/8 x 10
1/2 Page	\$175	\$200	\$230	7.5 x 5	3.625 x 10
Full Page	\$300	\$335	\$370	n/a	8.5 x 11
Inside Front Cover	n/a	\$405	\$450	n/a	8.5 x 11
Back Inside Cover	n/a	\$360	\$400	n/a	8.5 x 11
Back Cover	n/a	\$405	\$450	n/a	8.5 x 11

Add 1/8th inch on all edges to full page ads. Keep critical information or images at least half inch from all edges.

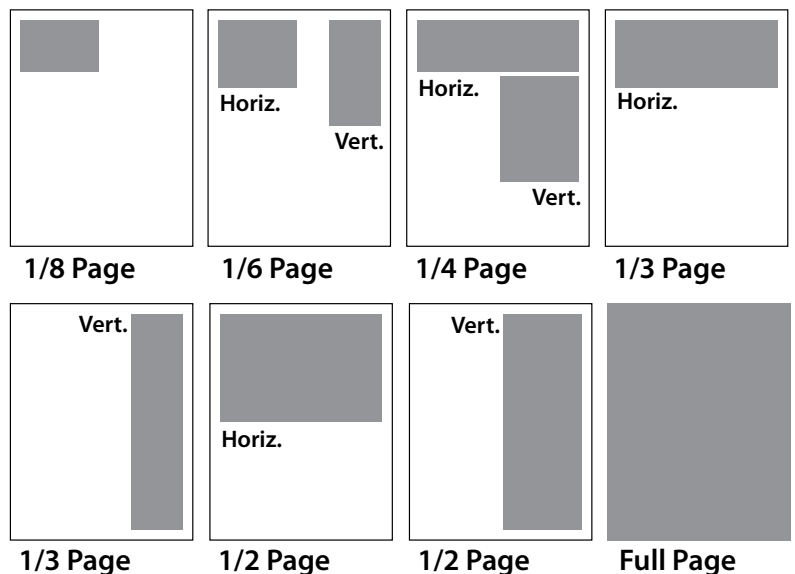
### Contractual Prepaid Discounts:

Run 3 x in year 10%

Run 4 x in year 15%

### Closing Dates:

Issue	Deadline
No. 1 (J/F/M)	November 1
No. 2 (A/M/J)	February 1
No. 3 (J/A/S)	May 1
No. 4 (O/N/D)	August 1



### Information, Space Reservations:

Joe Grande, editor  
Bonsai and Stone Appreciation  
Magazine  
Box 85, Group 20, RR2  
Ste. Anne, MB R5H 1R2 Canada  
Email: editor@bonsai-bci.com

### Send ready to print ad files to:

Joe Grande, Editor

### Send Payments to:

Larry Stephan,  
Business Manager  
BCI Business Office  
PO Box 639  
Prospect Heights, IL 60070-0639 USA  
Email: office@bonsai-bci.com  
Phone: 847-612-5133

## **ADVERTISING SPEC SHEET**

We cannot be responsible for omissions or errors as a result of technological incompatibilities with your ad files, so please review the following information carefully before sending your ad.

Bonsai & Stone Appreciation Magazine is printed at 175 lines per inch (lpi) with Color profile: US sheetfed coated v2.

### **ACCEPTED FORMATS:**

Ads which are supplied to Bonsai & Stone Appreciation Magazine as completed, can be accepted as follows:

**Preferred Format:** Press Quality PDF files via E-Mail  
Send press-quality PDF files (PDF/X-1a) via e-mail to:

E-Mail Address: [editor@bonsai-bci.com](mailto:editor@bonsai-bci.com)  
(10MB limit per transmission)

Larger files can be uploaded to an FTP site. Email or call Joe Grande at (204) 774-1960 for instructions.

### **Media for ads sent via courier or post**

Please send CD-ROM or DVD

**Other acceptable formats if PDF/X1a is not possible:**

#### **TIFF & JPG**

Ads created in image editors such as PhotoShop can be sent in TIFF or JPG. Ensure resolution is 300 DPI at final size. Save JPGs at maximum quality (12).

#### **EPS (Encapsulated Postscript)**

Convert text to paths/outlines. Ensure EPS has tiff preview for Mac.

#### **Image Resolution:**

Ensure that all graphic images have a resolution of 300 pixels per inch (ppi) at the size in which they appear in your ad.

### **Color Modes:**

Convert color RGB images to CMYK.

Convert black and white RGB images to Greyscale.

### **Fonts:**

Do not use font modifier buttons: italics, bold or small caps. Use only fonts available in your font menu.

### **Proofs:**

For critical color matching, ad must be accompanied by a press-quality color proof. Color proof must be from a professional color-calibrated proofing system. Color profile: US sheetfed coated v2.

For technical assistance please contact Joe Grande at (204) 774-1960 or e-mail: [editor@bonsai-bci.com](mailto:editor@bonsai-bci.com)

### **BEFORE YOU SEND YOUR AD:**

#### **AD CHECKLIST**

- Double check spellings and dates.
- Name your ad after your own organization for file recognition. eg. "XYZ Nurseries-ad-Q1-2013.pdf"
- Make sure you have saved your file correctly. Print out a copy of your ad to test.
- Make sure you have saved your ad in an accepted format.
- Check images. For black and white ads, all images should be greyscale. For color ads, convert RGB images to CMYK.
- Remember to include a standard-quality PDF proof unless your ad is in press-quality PDF format.

# Advertising Contract



promoting  
international friendship  
through bonsai

- BONSAI CLUBS INTERNATIONAL and Bonsai & Stone Appreciation Magazine reserve the right to refuse any advertisement.
- Advertising rates are for ready to print ad files.
- Graphic design services are available at an additional cost to the advertiser. Email editor for more information.
- Space availability and ad placement are on a first come first served basis and are at the discretion of the Managing Editor.
- Advertiser indemnifies and holds harmless BONSAI CLUBS INTERNATIONAL, its Officers and Board of Directors, and its staff, including any and all Magazine staff, against any and all claims from unauthorized use of any name, photograph, sketch or trademark, etc., in connection with this advertising.

Protect advertising copy, disks, photos, etc. with cardboard backing and mail in a padded envelope. Keep a copy of all materials for your records.

**PREPAYMENT REQUIRED to  
BONSAI CLUBS INTERNATIONAL,**  
Larry Stephan,  
Business Manager  
PO Box 639  
Prospect Heights, IL 60070-0639 USA  
Email: office@bonsai-bci.com

**SEND ADS OR AD MATERIALS TO:**  
Joe Grande, editor  
Bonsai and Stone Appreciation Magazine  
Box 85, Group 20, RR2  
Ste. Anne, MB R5H 1R2 Canada  
Email: editor@bonsai-bci.com

Complete the following form, indicate method of payment, sign and return it via fax or post.

**Please include my display advertisement in the issue/issues indicated below.**

AD SIZE	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/3 PAGE	1/2 PAGE	FULL PAGE	INSIDE FRONT COVER	INSIDE BACK COVER	OUTSIDE BACK COVER
<b>ISSUE Q 1</b> CLOSING DATE NOVEMBER 1									
<b>ISSUE Q 2</b> CLOSING DATE FEBRUARY 1									
<b>ISSUE Q 3</b> CLOSING DATE MAY 1									
<b>ISSUE Q 4</b> CLOSING DATE AUGUST 1									

Today's Date	Check One:	B & W Ad	VISA/MC
		B & 1 Color Ad	Expiration Date
		Full Color Ad	
Advertiser	Signature _____		
Address	E-Mail		
City			
State			
Zip	Ph:		
Country	Fax:		

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Bonsai and Stone Appreciation Magazine  
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