

BALLOONING

the journal of the balloon federation of america

Advertising Rates and Specifications (Subject to change without notice)

Black & White rates per issue	1 issue	3 issues	6 issues
Full page (71/2"x10")	\$446	\$379	\$313
Half page (71/2"x47/8" or 35/8"x10")	248	211	174
Quarter page (35/8"x47/8")	149	127	104

Two Color rates per issue	1 issue	3 issues	6 issues
Full page (71/2"x10")	\$578	\$491	\$404
Half page (71/2"x47/8" or 35/8"x10")	368	313	257
Quarter page (35/8"x47/8")	210	179	147

Full Color rates per issue	1 issue	3 issues	6 issues
Full page, full bleed (83/4"x111/4")	\$735	\$625	\$515
Half page (71/2"x47/8" or 35/8"x10")	546	464	382
Quarter page (35/8"x47/8")	446	379	313

Special Location, full color placements per issue	1 issue	3 issues	6 issues
Centerfold	\$1,709	\$1,452	\$1,195
Outside Back Cover	1,523	1,295	1,050
Inside Front or Inside Back Cover	893	759	625
Bound-in supplied insert or Blown-in supplied card	735	625	515

SPECIFICATIONS:

BALLOONING is produced using Adobe InDesign software. All advertising material should be submitted in electronic form as either a high-resolution (300ppi minimum) jpeg file or a high-res pdf file. Files may be emailed to editor@bfa.net or sent on CD/DVD to BFA Publications, Bluebird Hill Airport, 2585 Barron Road, Keithville, LA 71047

We are able to offer as a service to our advertisers basic typesetting services at no charge if needed. Professional design and layout services are available at competitive rates. Any production charges are in addition to space rates. Special effects, including spot color, varnish, etc. are available, quotes upon request.

Questions? Contact the BFA editor.

email: editor@bfa.net

phone: 318-925-4908

mail: Ballooning, BFA Publications, 2585 Barron Road, Keithville, LA 71047