

LPI

Luby Publishing Inc

2016 MEDIA KIT

LUBY PUBLISHING, INC.

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| | | |
|------------------|---|---------------------------------|
| January | <ul style="list-style-type: none"> • BJI Bowling Ball Guide • 51st QubicaAMF World Cup • BJI's Person of the Year • 2015 Bowling Highlights | Reserve 12/04 Material 12/07 |
| February | <ul style="list-style-type: none"> • PBA World Championship • PBA World Series of Bowling • BJI Tournament Guide 2016 • Women's World Championships | Reserve 1/05 Material 1/12 |
| March | <ul style="list-style-type: none"> • USBC Masters • BPAA Bowling Summit • PBA Tournament of Champions • DHC PBA Japan Invitational • PBA World Series of Bowling | Reserve 2/05 Material 2/11 |
| April | <ul style="list-style-type: none"> • PBA Players Championship • WBT Men's and Women's Finals • USBC Convention Preview | Reserve 3/04 Material 3/11 |
| May | <ul style="list-style-type: none"> • Instruction Issue Featuring Summer Camps & Clinics • PBA League Elias Cup • Annual Travel Feature | Reserve 4/05 Material 4/11 |
| June | <ul style="list-style-type: none"> • USBC Convention • Bowl Expo Preview • BJI Proprietor of the Year • Collegiate Season Wrap-Up | Reserve 5/06 Material 5/13 |
| July | <ul style="list-style-type: none"> • PBA50 Coverage • USBC Queens/Senior Queens • PBA Summer Swing | Reserve 6/06 Material 6/13 |
| August | <ul style="list-style-type: none"> • BJI All-Americans • International Bowl Expo Coverage • USBC Open/Women's Championships • PWBA/PBA50 Coverage/Senior Masters | Reserve 7/05 Material 7/11 |
| September | <ul style="list-style-type: none"> • Where Are They Now? • USBC Junior Gold • PWBA/PBA50 Coverage | Reserve 8/05 Material 8/12 |
| October | <ul style="list-style-type: none"> • Everything Coaching • 100 Top Coaches • PWBA/PBA50 Coverage | Reserve 9/06 Material 9/12 |
| November | <ul style="list-style-type: none"> • BJI Architecture & Design Awards • PABCON Women's Championships • PWBA/PBA50 Season Wrap-Ups | Reserve 10/05 Material 10/12 |
| December | <ul style="list-style-type: none"> • What's Right With Bowling • BPAA Bowling Summit Preview • 16 Top Stories of 2016 | Reserve 11/04 Material 11/10 |

Bowlers Journal International

At 102 years, *BJI* is the longest-running sports monthly in America. As bowling's premier publication, *BJI* is positioned as an "industry" magazine that reaches top-level competitive bowlers, including every member of the Professional Bowlers Association as well as pro shops and bowling centers. *BJI* is also revered by the international reader. As the authoritative voice of the industry, *BJI* is a must read for bowling executives and retail outlets.



www.bowlersjournal.com

Page Views 50,000
Monthly Visits 15,000
Unique Visitors 10,000

BowlersJournal
INTERNATIONAL

BOWLERS JOURNAL INTERNATIONAL

| BLACK & WHITE | 1X | 3X | 6X | 12X | 24X | 36X |
|---------------|-------|-------|-------|-------|-------|-------|
| Full Page | 2,225 | 2,215 | 2,175 | 2,090 | 2,030 | 1,925 |
| Spread | 4,225 | 4,185 | 4,120 | 3,995 | 3,855 | 3,660 |
| 2/3 Page | 1,875 | 1,745 | 1,670 | 1,570 | 1,435 | 1,365 |
| Half – Island | 1,580 | 1,485 | 1,375 | 1,240 | 1,160 | 1,105 |
| Half – H or V | 1,510 | 1,410 | 1,310 | 1,180 | 1,110 | 1,060 |
| Third | 1,260 | 1,130 | 1,070 | 980 | 920 | 860 |
| Quarter | 960 | 890 | 820 | 780 | 710 | 670 |
| Sixth | 860 | 800 | 720 | 660 | 580 | 550 |

TWO-COLOR

Add 20% to the black and white rate.

| FOUR-COLOR | 1X | 3X | 6X | 12X | 24X | 36X |
|---------------|-------|-------|-------|-------|-------|-------|
| Full Page | 2,890 | 2,880 | 2,840 | 2,755 | 2,695 | 2,595 |
| Spread | 5,495 | 5,455 | 5,390 | 5,250 | 5,125 | 4,930 |
| 2/3 Page | 2,540 | 2,410 | 2,335 | 2,235 | 2,095 | 2,030 |
| Half – Island | 2,245 | 2,155 | 2,040 | 1,905 | 1,825 | 1,775 |
| Half – H or V | 2,170 | 2,080 | 1,980 | 1,850 | 1,770 | 1,720 |
| Third | 1,930 | 1,800 | 1,730 | 1,640 | 1,590 | 1,530 |
| Quarter | 1,630 | 1,560 | 1,450 | 1,440 | 1,380 | 1,330 |
| Sixth | 1,340 | 1,280 | 1,200 | 1,130 | 1,070 | 1,030 |

| COVERS | 1X | 3X | 6X | 12X | 24X | 36X |
|--------------|-------|-------|-------|-------|-------|-------|
| Inside Front | 3,895 | 3,795 | 3,695 | 3,595 | 3,495 | 3,395 |
| Inside Back | 3,695 | 3,595 | 3,495 | 3,395 | 3,295 | 3,195 |
| Back Cover | 4,195 | 4,095 | 3,995 | 3,895 | 3,795 | 3,695 |

| WEBSITE | 1-MTH | 3-MTH | 6-MTH | 12-MTH |
|--|-------|-------|-------|--------|
| Banner (950w x 150h) | 400 | 375 | 350 | 300 |
| Sidebar (300w x 400h*) (*flexible height) | 350 | 325 | 300 | 250 |
| Corner Scroll (350w x 350h) | 300 | 275 | 250 | 200 |
| Bottom Side Bar (250w x 300h) | 200 | 175 | 150 | 125 |

AGENCIES 15% to agencies. Net 30 days. No Classified.

INSERTS Contact publisher for quantity and rates.

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BJI PRINT DISTRIBUTION

Sent monthly to 17,000 professional and high-average bowlers, bowling center and pro shop operators, distributors and manufacturers world-wide. **PAID CIRCULATION** audited by the United States Post Office.

BJI CLASSIFIED AD RATES

Text Ads

| | |
|-------------------------------------|--------|
| Per Word | \$2.00 |
| Per Boldface Word | 2.25 |
| Per Boldface Highlighted Word | 2.40 |
| Per Boldface Color Word | 2.60 |
| Blind Box | 20.00 |

Black & White Display Ad Rates

| | |
|-----------------------|-------|
| Per Column Inch | \$70 |
| Sixth | 350 |
| Quarter | 530 |
| Third | 700 |
| Half | 1,030 |
| Two-Thirds | 1,350 |

Two-Color Display Ad Rates

| | |
|-----------------------|-------|
| Per Column Inch | \$85 |
| Sixth | 415 |
| Quarter | 610 |
| Third | 825 |
| Half | 1,165 |
| Two-Thirds | 1,490 |

Four-Color Display Ad Rates

| | |
|-----------------------|-------|
| Per Column Inch | \$115 |
| Sixth | 560 |
| Quarter | 815 |
| Third | 1,075 |
| Half | 1,315 |
| Two-Thirds | 1,595 |

ONLINE CLASSIFIEDS on www.bowlersjournal.com

If you are running a classified ad in print, you have the option of placing the same ad online at a premium of 20 percent.

BowlersJournal
INTERNATIONAL

MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

POLICIES

IT IS RECOMMENDED THAT A COLOR PROOF ACCOMPANY COLOR MATERIAL.

Publisher assumes no responsibility for color if Matchprints are not furnished.

A laser printout is required for ads. Faxed printouts for emailed or posted ads are acceptable.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. Note: to run a fractional that bleeds off the page, please call for further specifications and sizes.

Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates:

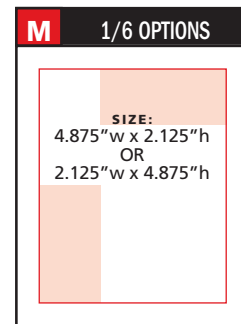
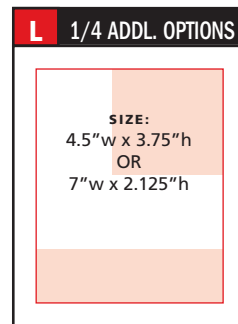
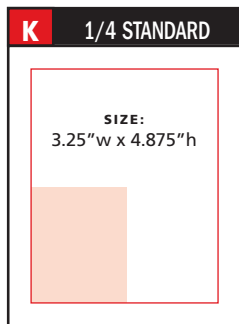
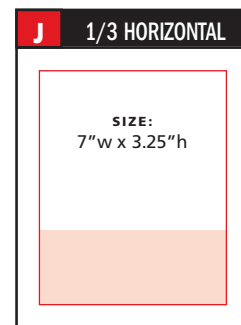
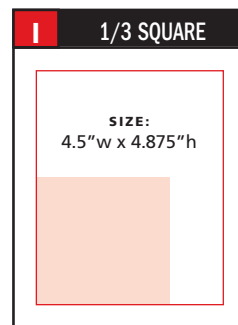
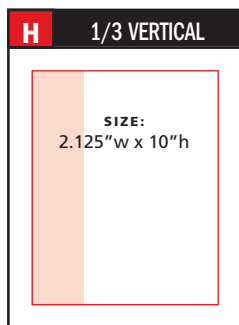
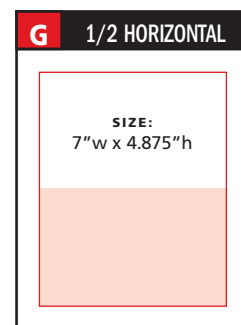
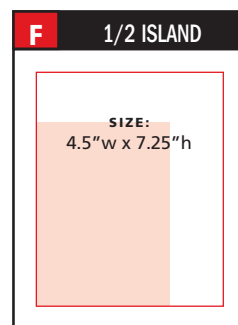
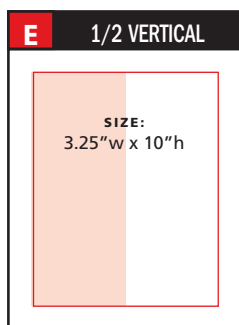
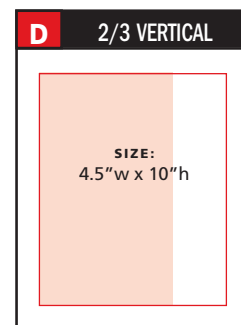
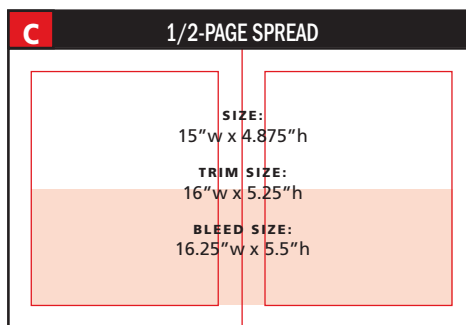
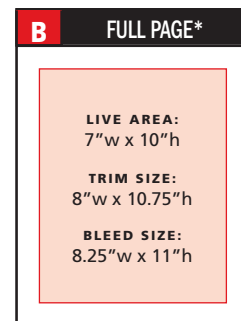
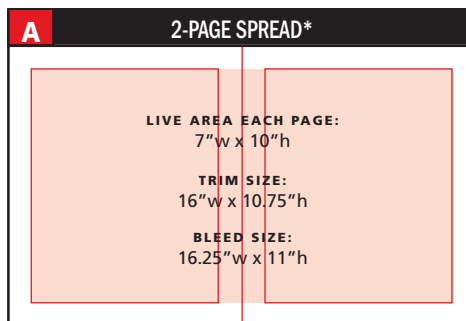
\$125 per hour. Two-hour (\$250) minimum. These charges are non-commissionable.

SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

Suggestions to Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.
- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. *Each photo and art should be built to printer's quality specifications of 300 dpi at 100% of size used before making final file.*
- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.
- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK colorspace.
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.



INCLUDE ADVERTISER'S NAME IN SUBJECT HEADING. FOR LARGE FILES (10MB OR MORE), SEND ON DISC VIA A TRACKABLE SERVICE.