



# 2019

## MEDIA KIT & INFORMATION

Ask About *BJI* & *BCM* Digital Magazines

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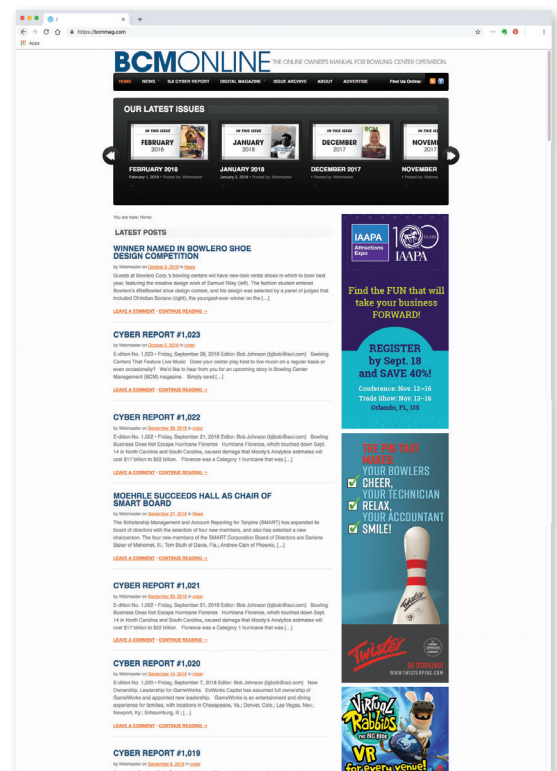


# 2019 BOWLING CENTER MANAGEMENT EDITORIAL CALENDAR

<b>January</b>	<ul style="list-style-type: none"> <li>Business-Building Resolutions</li> <li>BPAA Bowling Summit Preview</li> <li>Design Awards: New Centers</li> </ul>	Reserve 12/7 Material 12/14
<b>February</b>	<ul style="list-style-type: none"> <li>Bowling Business Year in Review</li> <li>28 Business-Building Ideas</li> <li>Design Awards: Modernization</li> <li><b>PLUS: Bowling Entertainment Center</b></li> </ul>	Reserve 1/11 Material 1/18
<b>March</b>	<ul style="list-style-type: none"> <li>Bowl Expo Keynote Speaker</li> <li>BPAA Bowling Summit Coverage</li> <li>Design Awards: More Inspiration</li> </ul>	Reserve 2/8 Material 2/15
<b>April</b>	<ul style="list-style-type: none"> <li>Bowl Expo 2019: A-to-Z</li> <li>Creative Summer Programming</li> <li>USBC Convention Preview</li> <li><b>PLUS: Bowling Entertainment Center</b></li> </ul>	Reserve 3/8 Material 3/15
<b>May</b>	<ul style="list-style-type: none"> <li>Mother Knows Best</li> <li>The Latest in Scoring Solutions</li> <li>Match Staffing to the Shift</li> </ul>	Reserve 4/10 Material 4/17
<b>June</b>	<p><b>BOWL EXPO SHOWCASE ISSUE</b></p> <ul style="list-style-type: none"> <li>Trade Show Listings and Floor Map</li> <li>Product and Service Showcase</li> <li>Proprietor of the Year Profile</li> <li><b>PLUS: Bowling Entertainment Center</b></li> </ul>	Reserve 5/3 Material 5/10
<b>July</b>	<ul style="list-style-type: none"> <li>Industry Service Award Winners</li> <li>F&amp;B, Part 1: The Best Burgers</li> <li>New Season, New VIP Program?</li> </ul>	Reserve 6/7 Material 6/14
<b>August</b>	<ul style="list-style-type: none"> <li>International Bowl Expo Wrap-up</li> <li>F&amp;B, Part 2: Wine Wisdom</li> <li>Insurance Coverage Check-up</li> <li><b>PLUS: Bowling Entertainment Center</b></li> </ul>	Reserve 7/11 Material 7/18
<b>September</b>	<ul style="list-style-type: none"> <li>Scare Up Extra Halloween Profits</li> <li>F&amp;B, Part 3: Minimizing Waste</li> <li>Creative Short-Season Leagues</li> </ul>	Reserve 8/9 Material 8/16
<b>October</b>	<ul style="list-style-type: none"> <li>Bowling Business by the Numbers</li> <li>F&amp;B, Part 4: Today's Beer Culture</li> <li>Updating the Merchant Program</li> <li><b>PLUS: Bowling Entertainment Center</b></li> </ul>	Reserve 9/9 Material 9/16
<b>November</b>	<ul style="list-style-type: none"> <li>Make Your Center a Holiday Hub</li> <li>Proprietors Give Thanks</li> <li>Sterling BPAA State Programs</li> </ul>	Reserve 10/10 Material 10/17
<b>December</b>	<ul style="list-style-type: none"> <li>Proprietor Roundtable</li> <li>Carpeting and Flooring Tips</li> <li>The First BCM Reader Survey</li> <li><b>PLUS: Bowling Entertainment Center</b></li> </ul>	Reserve 11/8 Material 11/15

## Bowling Center Management

BCM is the official publication of the Bowling Proprietors' Association of America (BPAA), bowling's largest trade organization. The magazine is distributed every month to every U.S. bowling center and to nearly 200 international centers.



**BowlersJournal.com**

Page Views .....500

Unique Visitors..... 1,000

**BCM**  
OFFICIAL PUBLICATION OF BPAA

# BOWLING CENTER MANAGEMENT RATES

BLACK/WHITE	1x	3x	6x	12x	24x	36x
Full Page	1,930	1,890	1,780	1,700	1,660	1,590
Spread	3,660	3,590	3,390	3,225	3,150	3,025
2/3 Page	1,475	1,410	1,330	1,290	1,250	1,190
Half – Island	1,360	1,250	1,150	1,100	1,065	1,040
Half – H or V	1,190	1,150	1,100	1,060	1,010	980
Third	960	930	880	850	820	780
Quarter	695	680	670	630	590	550
Sixth	580	570	530	510	490	450

## TWO-COLOR

Add 20% to the black and white rate.

FOUR-COLOR	1x	3x	6x	12x	24x	36x
Full Page	2,590	2,550	2,450	2,370	2,330	2,255
Spread	4,930	4,850	4,650	4,490	4,415	4,285
2/3 Page	2,140	2,080	1,995	1,950	1,920	1,855
Half – Island	2,030	1,920	1,810	1,770	1,740	1,720
Half – H or V	1,860	1,810	1,760	1,725	1,680	1,660
Third	1,630	1,600	1,550	1,520	1,510	1,455
Quarter	1,360	1,340	1,300	1,250	1,190	1,140
Sixth	1,150	1,110	1,060	1,010	970	930

COVERS	1x	3x	6x	12x	24x	36x
Inside Front	3,280	3,180	3,080	2,975	2,870	2,765
Inside Back	3,075	2,975	2,870	2,765	2,665	2,560
Back Cover	3,485	3,385	3,280	3,175	3,075	2,970

## NETWORK DISCOUNTS

20% discount when similar ad runs in concurrent issue of *BJI*.

WEBSITE	1-MTH	3-MTH	6-MTH	12-MTH
468w x 60h	400	350	300	250
350w x 350h)	350	300	250	200

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

**INSERTS:** Contact publisher for quantity and rates.

## CONTACT

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## BCM DISTRIBUTION

Distribution of 6,300 includes to every domestic bowling center plus BPAA members internationally, as well as distributors, manufacturers and suppliers worldwide, in addition to exclusive distribution to every attendee at Bowl Expo and as other regional trade shows throughout the year.

## BCM 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.bcmmag.com](http://www.bcmmag.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.

**BCM**  
OFFICIAL PUBLICATION OF BPAA

# MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

## ALL PUBLICATIONS MECHANICAL PROBLEMS

**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.

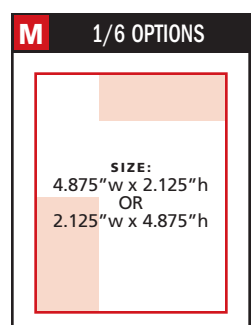
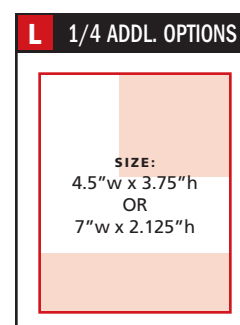
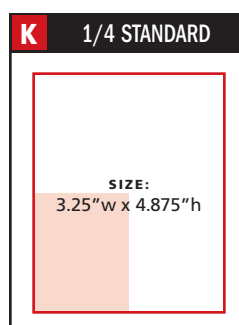
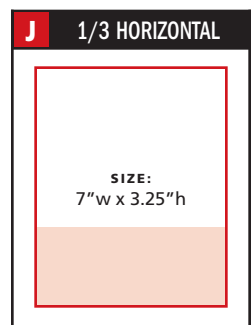
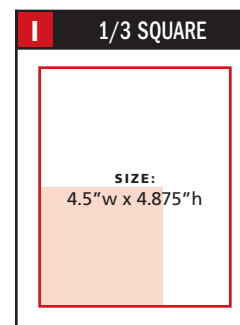
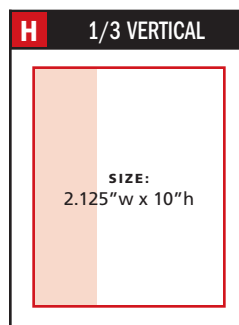
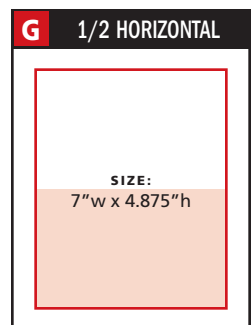
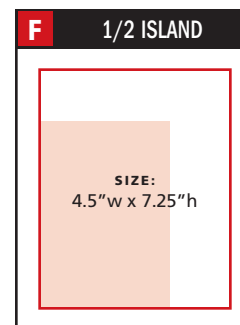
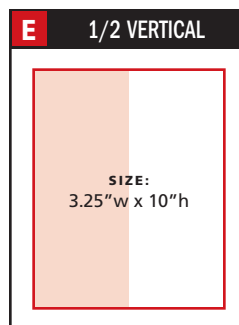
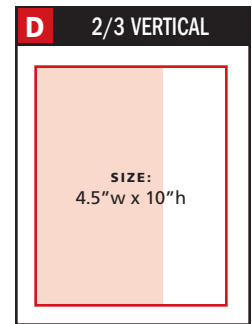
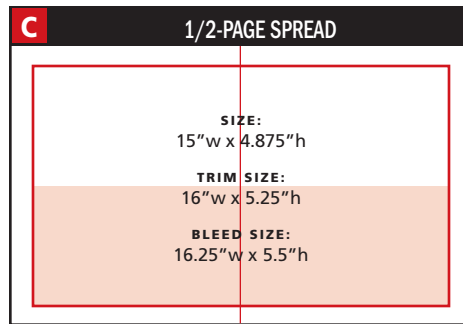
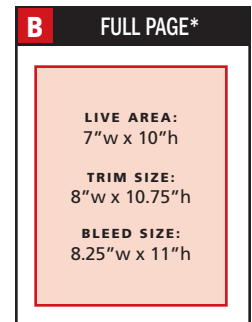
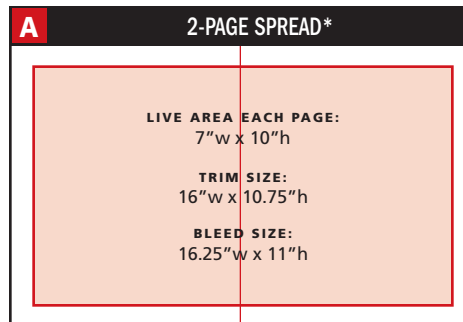
Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates: **\$125 per hour. Two-hour (\$250) minimum.** These charges are non-commissionable.

## DIGITAL 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.**