

Bowling World Newspaper

Voice Mail: (408) 621-7332 or

Fax: (925) 215-2242

P.O. Box 111178
Campbell, Ca 95011-1178

<http://www.bowlingworld.com>
E-mail readit@bowlingworld.com

Donna Hazel – Cell (408) 621-7332
Owner/Managing Editor

• Bowling World is at least 36 pages each month and the bowlers love it. The publication provides local, national, regional, junior, senior, as well as the PBA and PWBA coverage.

• Bowling World is on the Internet: www.bowlingworld.com each page is reproduced 100%. That means your ad is on the internet.

• Outstanding performers are detailed in each section of the paper. Everyone enjoys reading about themselves, their friends, their favorite pros, Team USA, team challenges and more.

• Distribution includes Bowling Centers in Sacramento, Reno, Las Vegas, Northern California, Stockton, Modesto down to Fresno, Monterey Coast, San Francisco Bay Area, and Santa Clara County.

• Bowling World's readership is approximately 6,300. Each issue is free and filled with extensive coverage of bowling events, tournaments, instructions, syndicated writers, and services.

FREE FREE FREE FREE

Institutional advertisers receive FREE Classified Want Ads. FREE articles (**includes Bowling World on the Internet**) and photos ran each month. FREE typesetting of ads (within reason). Guaranteed **delivery of 50 copies of Bowling World** for their bowlers. Additional papers need to be ordered, see rate card. Institutional advertisers pay \$4.00 per lane bed and contracted for 12 months. This money pays for your Institutional ad (4.6" x 2.75") which can be changed each month at no charge. **Cancellations prior to the 12-month term:** billing will be adjusted at an increase of 25% per each month for previous institutional ads. Additional ads will be adjusted to current rate sheet. **UPS shipping is NOT** included and is added to the monthly invoice.

Delivery: From the 7th – 13th each month. Weekends and holidays do effect printing schedule.

Inserts: Cost is per thousand, minimum 2,000. \$40 per thousand if no ad is ran in paper. \$35 per thousand with an ad. Inserts must be folded, call for additional information.

Specifications: Monthly tabloid

1/8 page ad 4.6" x 2.75" or 2.35" x 5"
1/4 page ad 4.6 x 5.6 or 9.5" x 2.75"
1/2 page ad 4.6" x 11.5" or 9.5" x 5.75"
One page 9.5 x 11.25" Bordered
3 Column 3.16"
4 Column 2.35"

Custom sizes are available call for specifications and pricing. Bowling World uses a 3 & 4 column layout. Article submission only non –advertiser: \$30 each month, max. length 2 columns.

Advertising Rates (as of 5/2008)

Size	1-2 Times	3-6 Times	Institutional 7+
1/8	\$80.00	\$71.00	\$55.00
1/4	\$135.00	\$115.00	\$105.00
1/2	\$190.00	\$175.00	\$155.00
Full Page	\$310.00	\$270.00	\$245.00
Back Page*	\$345.00	\$310.00	\$290.00
Pages 2 or 3	\$333.00	\$310.00	\$275.00
Pages 4-9	\$305.00	\$285.00	\$265.00
Center Pages	\$550.00	\$525.00	\$490.00
4 page insert	\$925.00	\$875.00	\$840.00

Website Options: Add a link to your ad that directs my customers to your website Cost: \$20 per month (Institutional advertisers \$10 per month).

*Back Page includes one color.
Color (one color) can be requested at \$25 per page.
Full color is available please call for prices and availability.

*Above prices are based on camera ready art and ads submitted no later than the 18th of each month. Ads can also be e-mailed to readit@bowlingworld.com.

***To receive papers only: \$50 per month (50 papers)**
See chart below.

Ads + 50 Papers	Ads + 100 Papers	Ads + 150 Papers	Ads + 200 Papers
\$35.00	\$55.00	\$86.00	\$115.00
Papers Only	Papers Only	Papers Only	Papers Only
\$55.00	\$90.00	\$135.00	\$170.00

Add 10% for typesetting to all ads received after the 20th of each month. Multiple insertion discounts are available. **Bowling World will accept no ad over the phone. Ads must be mailed, faxed or e-mailed, no exceptions.** Updates of costs or dates also must be submitted in writing each month.

Cancellation of ads after the 20th: billing will be adjusted to reflect a 25% cancellation fee of original ad cost. No cancellations after the 23rd will be accepted.

Deadline: 15th for articles and photos. Articles submitted on disk (IBM) can have till the 18th. **Advertiser's deadline is the 18th.** All advertising and articles subject to Managing Editor's approval. **PC users can send articles using e-mail to readit@bowlingworld.com.**

Billing & Terms: All ads are prepaid. Ads can be paid via Master Card, Visa, Discover or with a business check. On-line PayPal.

Effective 7/1/2007 any outstanding balances will be assessed a late fee of \$10.00 per month. Customized billing is available and can be arranged through the Bowling World accounting department.