



Northeast Big Bucks Magazine

NBBC, PO Box 572 E. Longmeadow, MA 01028
 (508) 752-8762
 www.bigbuckclub.com

2023/2024 Northeast Big Bucks Magazine Advertising Rate Sheet

Circle issues and indicate ad size below: Spring / Summer / Awards-Records / Fall / Winter

Four Color Ad

Magazine Ad (Four Color)				
	1 Issue	2 Issues	4 Issues	5 Issues
Business Card	\$90	\$150	\$250	\$375
Quarter Page	\$150	\$255	\$475	\$675
Half Page	\$225	\$395	\$725	\$1,025
Full Page	\$395	\$695	\$1,250	\$1,775

Additional Options:

- _____ Inside Front Cover (full page color) \$675
- _____ Inside Back Cover (full page color) \$445
- _____ Back Cover (3/4 page color) \$525

Banner Web Ad		
	6 mo. Term	12 mo. Term
Home Page	\$540	\$960
Dashboard Page	\$300	\$540

Combined Magazine and Home Page Web Ad				
	4 Issues		6 Issues + 12 Mo. Web Ad	
	+ 6 mo. Web Ad	Savings	Ad	Savings
Half Page	\$1,140	\$125	\$1,700	\$285
Full Page	\$1,715	\$175	\$2,335	\$400

Ad Placement Deadlines:

- Spring – Received by December 31st
- Summer - Received by March 25th
- Awards/Records – Received by May 25th
- Fall - Received by August 25th
- Winter – October 31st



All prices subject to change.



Northeast Big Bucks Magazine

NBBC, 390 Marshall St., Paxton, MA 01612

(508) 752-8762

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Package Deals – We'll get creative! Call us and we can discuss special package deals

We may be able to provide some bartering for donated hunts, products, or member discounts

We'll Make Your Ad! – Give us your logo and four (4) Color images/graphics

* Contact us for details and pricing

Your Company Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Website: _____

Email: _____

Notes:

1. We accept ads in WORD, PDF, Publisher, PSD, JPG, TIFF, EPS ~ (PDF is preferred)
2. Please be sure to include your website address if you have one
3. Mail to "NBBC", 390 Marshall St., Paxton, MA 01612 or email to jbhunts@aol.com
4. Make checks payable to "Northeast Big Buck Club"
5. For questions or more detail contact Jeff Brown at jbhunts@aol.com, (508) 868-4918

Ad Specs:

It is best to send ads as Adobe Acrobat PDF high resolution files: PDF files should be written as high resolution for print, not for viewing on screen. Full page ads should include 1/8 (.125) bleed allowance on all sides and should include crop and bleed marks. Scans should be 300 dpi, cmyk (not rgb) and saved as either jpg, tiff or eps files.

Sizes:

- Trim size: 8.375 x 10.875 (8 3/8 x 10 7/8)
 - Bleed size: 8.625 x 11.125 (8 5/8 x 11 1/8)
 - Full Page (no bleed): 7.34375 x 9.875 (7 3/8 x 9 7/8)
 - 1/4 Page Ad: 3.34375 x 4.875 (3 11/16 x 4 7/8)
 - 1/2 Page Ad: 7.34375 x 4.875 (7 3/8 x 4 7/8)
 - Business Ad: 3.34375 x 2.855 (3 11/16 x 2 11/32)
- Actual business cards are 3 1/2 x 2. Supplied Business cards will be sized to fit within the Business Ad size window to allow for a cleaner page layout.