

THE BOOK CLUB OF CALIFORNIA
Quarterly News-Letter

Published for its members by the Book Club of California
Issued quarterly since 1933
Circulation: 1,000

Advertising Rates Effective June 2015
NOTE: BCC Members receive a 15 % discount on ads.

Black & White Letterpress*	1 Time	4 Times
FULL PAGE	\$300	\$275
HALF PAGE	\$175	\$150
BACK OR INSIDE-FRONT COVER	\$400	\$375

*Color may be available at additional cost at the printer's discretion. Contact us for information.

Not Accepted: Bleed Pages, reading notices, commissions

Schedule:

Copy must be received by the Book Club of California on or before six weeks preceding publication date.

ISSUE:	CLOSING DATES:	PUBLICATION DATES:
Fall	Copy to be received by August 15	October 15
Winter:	Copy to be received by November 15	January 15
Spring	Copy to be received by February 15	April 15
Summer	Copy to be received by May 15	July 15

Mechanical Requirements

The following regulations are for the purpose of insuring the continuance of the fine typography of the Quarterly News-Letter.

SIZE:	Width (inches)	Depth (inches)
Full page	4 ³ / ₄	7 ³ / ₄
Half page	4 ³ / ₄	3 ¹ / ₄

ILLUSTRATIONS:

The *Quarterly News-Letter* is printed letterpress. For this reason, advertisements containing halftone cuts are not acceptable. Line-cut black area over one-eighth inch in weight may not be used. If there are questions about technical matters, please contact the printer: Richard Seibert, richard@letterspressed.com. He can provide design and typesetting services for a fee.

FILE TYPE:

Illustrator 10 (Not CS version) .eps files strongly preferred. For any questions concerning file type, contact the printer: Richard Seibert, richard@letterspressed.com.

TYPE AND LAYOUT:

The Editorial Committee reserves the right to reset any advertisement submitted in reproduction proof form that, in the opinion of the Committee, does not conform to the general type plan of the *Quarterly News-Letter*.

BORDERS:

A standard rule border is placed around all advertisements.

The Editorial Committee may decline any advertising for any reason considered by them to be sufficient.

THE BOOK CLUB OF CALIFORNIA
Quarterly News-Letter
Advertising Submission

Contact: 312 Sutter Street, Suite 500 | San Francisco, CA 94108 | 415-781-7532 | email: GeorgieQNL@bccbooks.org

For inclusion in the ___Fall ___Winter ___Spring ___Summer issue

	1 Time	4 Times
___ FULL PAGE	\$300	\$275
___ HALF PAGE	\$175	\$150
___ BACK OR INSIDE-FRONT COVER	\$400	\$375

☐ COPY HEREWITH

☐ COPY TO COME

Name _____ Company _____

Address _____

Telephone _____ Email _____