



## THE BOOK CLUB OF CALIFORNIA QUARTERLY

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.

<b>Black &amp; White Letterpress*</b>	<b>1 Time</b>	<b>4 Times</b>
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.*

<b>ISSUE:</b>	<b>CLOSING DATES:</b>	<b>PUBLICATION DATES:</b>
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.*

<b>SIZE:</b>	Width (inches)	Depth (inches)
Full page	4 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>
Half page	4 <sup>3</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>4</sub>

### **ILLUSTRATIONS:**

The *Quarterly* 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 ask to be put in contact with the printer. They can often 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, please ask to be put in contact with the printer.

### **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*.

### **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  
*Advertising Submission*

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

For inclusion in the \_\_Fall \_\_Winter \_\_Spring \_\_Summer issue

	<b>1 Time</b>	<b>4 Times</b>
__ FULL PAGE	\$300	\$275
__ HALF PAGE	\$175	\$150
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COPY HEREWITH

COPY TO COME

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_