

# LPI

Luby Publishing Inc

# 2016 MEDIA KIT

## LUBY PUBLISHING, INC.

55 E. JACKSON BLVD.

SUITE 401

CHICAGO, IL 60604

(P) 312-341-1110, (F) 312-341-1469

[WWW.LUBYPUBLISHING.COM](http://WWW.LUBYPUBLISHING.COM)



<b>January</b>	<ul style="list-style-type: none"> <li>• BJI Bowling Ball Guide</li> <li>• 51st QubicaAMF World Cup</li> <li>• BJI's Person of the Year</li> <li>• 2015 Bowling Highlights</li> </ul>	Reserve 12/04 Material 12/07
<b>February</b>	<ul style="list-style-type: none"> <li>• PBA World Championship</li> <li>• PBA World Series of Bowling</li> <li>• BJI Tournament Guide 2016</li> <li>• Women's World Championships</li> </ul>	Reserve 1/05 Material 1/12
<b>March</b>	<ul style="list-style-type: none"> <li>• USBC Masters</li> <li>• BPAA Bowling Summit</li> <li>• PBA Tournament of Champions</li> <li>• DHC PBA Japan Invitational</li> <li>• PBA World Series of Bowling</li> </ul>	Reserve 2/05 Material 2/11
<b>April</b>	<ul style="list-style-type: none"> <li>• PBA Players Championship</li> <li>• WBT Men's and Women's Finals</li> <li>• USBC Convention Preview</li> </ul>	Reserve 3/04 Material 3/11
<b>May</b>	<ul style="list-style-type: none"> <li>• Instruction Issue Featuring Summer Camps &amp; Clinics</li> <li>• PBA League Elias Cup</li> <li>• Annual Travel Feature</li> </ul>	Reserve 4/05 Material 4/11
<b>June</b>	<ul style="list-style-type: none"> <li>• USBC Convention</li> <li>• Bowl Expo Preview</li> <li>• BJI Proprietor of the Year</li> <li>• Collegiate Season Wrap-Up</li> </ul>	Reserve 5/06 Material 5/13
<b>July</b>	<ul style="list-style-type: none"> <li>• PBA50 Coverage</li> <li>• USBC Queens/Senior Queens</li> <li>• PBA Summer Swing</li> </ul>	Reserve 6/06 Material 6/13
<b>August</b>	<ul style="list-style-type: none"> <li>• BJI All-Americans</li> <li>• International Bowl Expo Coverage</li> <li>• USBC Open/Women's Championships</li> <li>• PWBA/PBA50 Coverage/Senior Masters</li> </ul>	Reserve 7/05 Material 7/11
<b>September</b>	<ul style="list-style-type: none"> <li>• Where Are They Now?</li> <li>• USBC Junior Gold</li> <li>• PWBA/PBA50 Coverage</li> </ul>	Reserve 8/05 Material 8/12
<b>October</b>	<ul style="list-style-type: none"> <li>• Everything Coaching</li> <li>• 100 Top Coaches</li> <li>• PWBA/PBA50 Coverage</li> </ul>	Reserve 9/06 Material 9/12
<b>November</b>	<ul style="list-style-type: none"> <li>• BJI Architecture &amp; Design Awards</li> <li>• PABCON Women's Championships</li> <li>• PWBA/PBA50 Season Wrap-Ups</li> </ul>	Reserve 10/05 Material 10/12
<b>December</b>	<ul style="list-style-type: none"> <li>• What's Right With Bowling</li> <li>• BPAA Bowling Summit Preview</li> <li>• 16 Top Stories of 2016</li> </ul>	Reserve 11/04 Material 11/10

## **Bowlers Journal International**

At 102 years, *BJI* is the longest-running sports monthly in America. As bowling's premier publication, *BJI* is positioned as an "industry" magazine that reaches top-level competitive bowlers, including every member of the Professional Bowlers Association as well as pro shops and bowling centers. *BJI* is also revered by the international reader. As the authoritative voice of the industry, *BJI* is a must read for bowling executives and retail outlets.



[www.bowlersjournal.com](http://www.bowlersjournal.com)

**Page Views ..... 50,000**  
**Monthly Visits ..... 15,000**  
**Unique Visitors ..... 10,000**

**BowlersJournal**  
INTERNATIONAL

# BOWLERS JOURNAL INTERNATIONAL

BLACK & WHITE	1X	3X	6X	12X	24X	36X
Full Page	2,225	2,215	2,175	2,090	2,030	1,925
Spread	4,225	4,185	4,120	3,995	3,855	3,660
2/3 Page	1,875	1,745	1,670	1,570	1,435	1,365
Half – Island	1,580	1,485	1,375	1,240	1,160	1,105
Half – H or V	1,510	1,410	1,310	1,180	1,110	1,060
Third	1,260	1,130	1,070	980	920	860
Quarter	960	890	820	780	710	670
Sixth	860	800	720	660	580	550

## TWO-COLOR

Add 20% to the black and white rate.

FOUR-COLOR	1X	3X	6X	12X	24X	36X
Full Page	2,890	2,880	2,840	2,755	2,695	2,595
Spread	5,495	5,455	5,390	5,250	5,125	4,930
2/3 Page	2,540	2,410	2,335	2,235	2,095	2,030
Half – Island	2,245	2,155	2,040	1,905	1,825	1,775
Half – H or V	2,170	2,080	1,980	1,850	1,770	1,720
Third	1,930	1,800	1,730	1,640	1,590	1,530
Quarter	1,630	1,560	1,450	1,440	1,380	1,330
Sixth	1,340	1,280	1,200	1,130	1,070	1,030

COVERS	1X	3X	6X	12X	24X	36X
Inside Front	3,895	3,795	3,695	3,595	3,495	3,395
Inside Back	3,695	3,595	3,495	3,395	3,295	3,195
Back Cover	4,195	4,095	3,995	3,895	3,795	3,695

WEBSITE	1-MTH	3-MTH	6-MTH	12-MTH
Banner (950w x 150h)	400	375	350	300
Sidebar (300w x 400h*) <i>(*flexible height)</i>	350	325	300	250
Corner Scroll (350w x 350h)	300	275	250	200
Bottom Side Bar (250w x 300h)	200	175	150	125

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

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

## CONTACT

### Luby Publishing, Inc.

55 E. Jackson Blvd.  
Suite 401  
Chicago, IL 60604  
312-341-1110  
www.lubypublishing.com

### Barbara Peltz

312-341-1110 ext. 2002  
barbp@lubypublishing.com

### Keith Hamilton

312-341-1110 ext. 2008  
keithh@lubypublishing.com

## BJI PRINT DISTRIBUTION

Sent monthly to 17,000 professional and high-average bowlers, bowling center and pro shop operators, distributors and manufacturers world-wide. **PAID CIRCULATION** audited by the United States Post Office.

## BJI 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.bowlersjournal.com](http://www.bowlersjournal.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.

**BowlersJournal**  
INTERNATIONAL

<b>January</b>	<ul style="list-style-type: none"> <li>• Proprietor of the Year</li> <li>• Businessperson of the Year</li> <li>• The Difference-Makers in Bowling</li> </ul>	Reserve 12/07 Material 12/11
<b>February</b>	<ul style="list-style-type: none"> <li>• The Best Capital Equipment Upgrades                             <ul style="list-style-type: none"> <li>• Flooring and Carpeting</li> <li>• House Balls and Rental Shoes</li> </ul> </li> </ul>	Reserve 1/11 Material 1/18
<b>March</b>	<ul style="list-style-type: none"> <li>• Where to Save Money in Your Center                             <ul style="list-style-type: none"> <li>• Ins and Outs of Employee Payroll</li> </ul> </li> <li>• Finding (and Keeping) Great Employees</li> </ul> <p><b>Plus: ECN</b></p>	Reserve 2/09 Material 2/16
<b>April</b>	<ul style="list-style-type: none"> <li>• How to Impact Your Lawmakers</li> <li>• The Biggest Legal Threats to Your Business</li> <li>• The Most Dangerous Areas of Your Center</li> </ul>	Reserve 3/10 Material 3/17
<b>May</b>	<ul style="list-style-type: none"> <li>• Bowling Center Design Trends                             <ul style="list-style-type: none"> <li>• Renovation on a Budget</li> </ul> </li> <li>• Where to Turn for Design Inspiration</li> </ul>	Reserve 4/8 Material 4/15
<b>June</b>	<p><b>BOWL EXPO SHOWCASE ISSUE</b> <i>Planning for Bowling's Biggest Event</i></p> <ul style="list-style-type: none"> <li>• Schedule of Events, Exhibitors</li> <li>• Working the Trade Show Floor</li> </ul> <p><b>Plus: ECN</b></p>	Reserve 5/04 Material 5/11
<b>July</b>	<ul style="list-style-type: none"> <li>• Alternative Revenue Options                             <ul style="list-style-type: none"> <li>• Where to Learn the Biz</li> </ul> </li> <li>• Teach Yourself to Fix Everything</li> </ul>	Reserve 6/09 Material 6/16
<b>August</b>	<ul style="list-style-type: none"> <li>• Generate New League Business</li> <li>• Where to Find League Bowlers</li> <li>• Tournaments for All Skill Levels</li> </ul> <p><b>Plus: ECN</b></p>	Reserve 7/11 Material 7/18
<b>September</b>	<ul style="list-style-type: none"> <li>• Build a Better Website</li> <li>• Database Management</li> <li>• Improving the Customer Experience</li> </ul>	Reserve 8/10 Material 8/17
<b>October</b>	<ul style="list-style-type: none"> <li>• Hosting Fund Raising Events</li> <li>• The Charitable Impact of Bowling</li> <li>• Generating Local Corporate Events</li> </ul> <p><b>Plus: ECN</b></p>	Reserve 9/8 Material 9/15
<b>November</b>	<ul style="list-style-type: none"> <li>• Making Your Bar the Best in Town</li> <li>• Upgrading Your Foodservice Offerings                             <ul style="list-style-type: none"> <li>• Marketing Your Menu</li> </ul> </li> </ul>	Reserve 10/10 Material 10/17
<b>December</b>	<ul style="list-style-type: none"> <li>• The Small Center Mindset                             <ul style="list-style-type: none"> <li>• Hiring and Selecting the Right Contractors/Vendors</li> </ul> </li> <li>• Where to Save Money in Your Center</li> </ul>	Reserve 11/08 Material 11/15

## Bowling Center Management

BCM is the official publication of the Bowling Proprietors' Association of America (BPAA), bowling's largest trade organization, as well as the European Bowling Proprietors Association (EBPA). The magazine is distributed every month to every U.S. bowling center and to nearly 700 international centers. **Entertainment Center News** is published quarterly with editorial dedicated to generating non-endemic revenue for bowling centers.



Page Views ..... 500

Unique Visitors ..... 1,000



BLACK/WHITE	1x	3x	6x	12x	24x	36x
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 – V or H	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
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 – V or H	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
150w x 950h	400	350	300	250
300w x 400h* (*flexible height)	350	300	250	200

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

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

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## BCM & ECN DISTRIBUTION

Distribution of 6,800 includes every domestic bowling center plus every member of the European Bowling Center Proprietors Association, 200 BPAA members overseas, distributors, manufacturers and suppliers world-wide.

## 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
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Quarter .....	530
Third .....	700
Half .....	1,030
Two-Thirds .....	1,350

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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.



# PRO SHOP OPERATOR

## REGULAR RATES

Same as *Bowlers Journal International*

## PREFERRED RATES

24X consumer product advertisers in *Bowlers Journal* qualify for the following discounted rates:

BLACK/WHITE:	1X	3X	6X	12X	24X
Page	940	890	845	805	765
Spread	1,780	1,700	1,610	1,530	1,450
2/3 Page	780	740	700	665	635
Half – Island	700	665	630	595	575
Half – V or H	645	615	585	555	530
Third	540	515	485	460	440
Quarter	445	425	405	385	365
Sixth	370	350	335	320	295

## TWO COLOR

Add 20% to the black and white rate.

FOUR COLOR:	1X	3X	6X	12X	24X
Page	1,350	1,295	1,255	1,250	1,175
Spread	2,560	2,460	2,380	2,305	2,235
2/3 Page	1,190	1,150	1,110	1,075	1,045
Half – Island	1,110	1,075	1,040	1,010	985
Half – V or H	1,055	1,025	995	965	940
Third	950	925	895	870	850
Quarter	850	835	815	795	775
Sixth	575	555	540	525	505

COVERS:	1X	3X	6X	12X	24X
Inside Front	1,620	1,555	1,505	1,455	1,405
Inside Back	1,485	1,435	1,380	1,335	1,290
Back Cover	1,750	1,690	1,630	1,575	1,525

**AGENCIES** 15% to agencies. Net 30 days.

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

## EDITIONS

<b>January</b>	Reserve 12/07 Material 12/11
<b>April</b>	Reserve 3/10 Material 3/17
<b>August</b>	Reserve 7/11 Material 7/18
<b>November</b>	Reserve 10/10 Material 10/17

## PSO DISTRIBUTION

Distribution is 3,200 domestic pro shops, manufacturers, distributors and suppliers world-wide. Published quarterly: Jan., Apr., Aug. and Nov.

### AGENCY

15% to agencies. Net 30 days.

### INSERTS

Contact publisher for quantity & rates.

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# PROSHOP OPERATOR

The Official Publication of IBPSIA

# BBIA INDUSTRY CATALOG RATES

## RATES PER PAGE

PAGES.....	PRICE
2 .....	\$ 800
4 .....	1,440
6 .....	2,240
8 .....	2,400
12 .....	3,840
16 .....	4,000
20 .....	5,440
24 .....	6,400
28 .....	7,840
32 .....	8,000
36 .....	9,440
40 .....	10,400
44 .....	11,840
48 .....	12,000
52 .....	13,440
56 .....	14,400
60 .....	15,840
64 .....	16,000
68 .....	17,440
72 .....	18,400
76 .....	19,840
80 .....	20,000

## DISTRIBUTION

Every bowling retail outlet in the USA and in parts of Canada, as well as bulk copies to every BBIA distributor member.

Total distribution: 8,000 – 9,000.

## CONTACT

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[keithh@lubypublishing.com](mailto:keithh@lubypublishing.com)



## KEY DATES TO REMEMBER

- May 1** ..... Verified print ready and final pages received by May 1 receive a 3% discount.
- May 15** ..... **All print ready pages due.** Send Disc with printouts. Distributor mailing lists are due.
- May 15 - May 31** ..... Print ready pages submitted after May 15 will incur a 1% per day penalty.
- May 26** ..... Order Reprints deadline for arrival by Bowl Expo.
- June 1** ..... Pages will not be accepted after June 1st. No cancellations will be accepted after June 1.
- June 19** ..... Deadline to order extra Catalogs at \$10 per copy price.
- July 15** ..... Payment is due (except for postage which will be billed later).
- July 31** ..... Estimated Ship Date (arrival may take up to two weeks).

# MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

## POLICIES

**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:

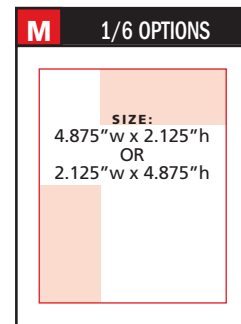
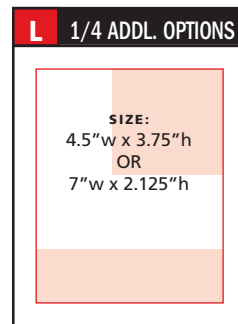
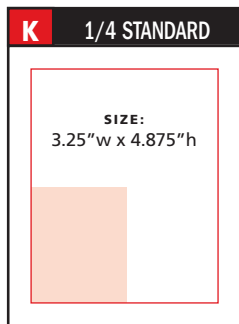
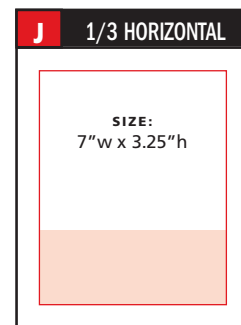
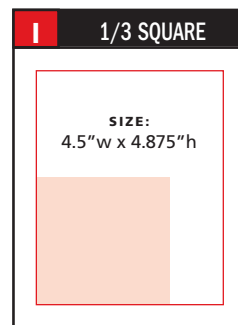
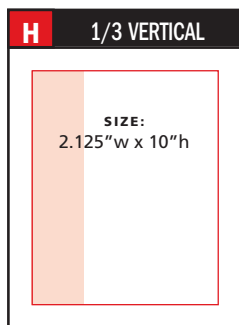
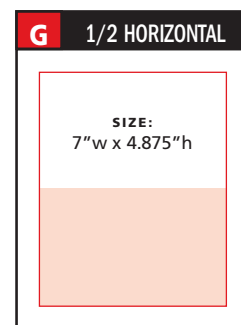
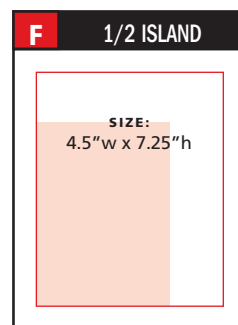
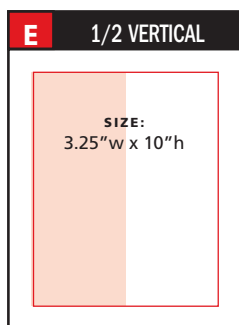
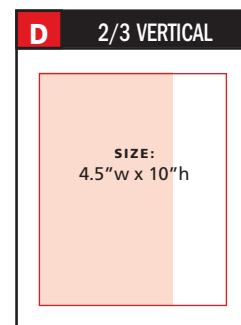
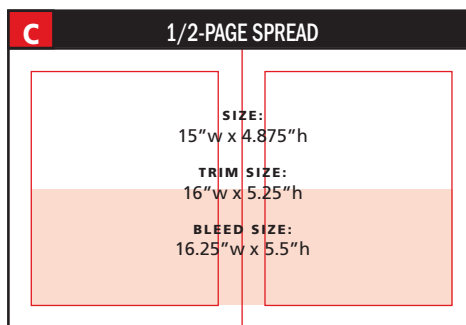
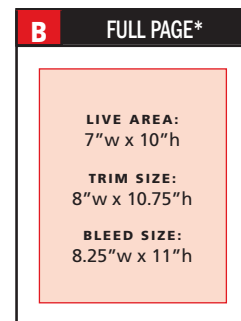
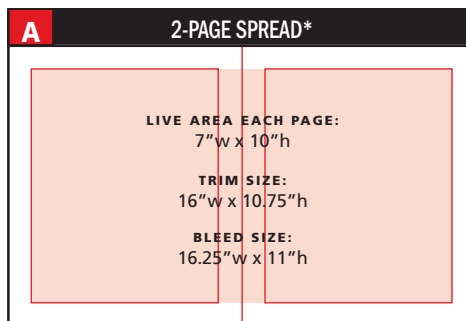
**\$125 per hour. Two-hour (\$250) minimum.** These charges are non-commissionable.

## 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.**