

**BDPA**

**DC**

**HSCC**

*Washington, D.C.*

**National Capital Region  
High School Computer Competition Teams**



**2009 Media Kit | bdpatoday**

# 2009 Media Kit • Rates & Mechanical Data

Effective December 1, 2008 for BDPA's Washington, D.C. Chapter only



Page Size Color or B/W	1x Patron's Guides	1x bdpatoday only	2x Both Publications
Full Page (Print Edition):	\$100	\$250	\$295
Half Page (Print Edition):	\$55	\$135	\$195
Quarter Page (Print Edition):	\$30	\$65	\$30
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Web Banner (1 Month Daily Edition):	n/a	\$295	n/a
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## Local Chapter Production Specifications for **bdpatoday**

Issue Months	Themes   Program Meetings	Closing Dates	Special Events
January	Inauguration Day   Consumer Electronics	DEC 15	STEM Inauguration Reception
February	BDPA Day On-The-Hill and BFTAW	JAN 20	Black History Month/BEYA
March	Government Computing   Green IT	FEB 20	FOSE
April	Robotics/Unmanned Vehicles	MAR 20	FIRST/Robotics
May	TeraGrid Conference Preview	APR 20	TeraGrid Preview
June	Regional HSCC/IT Showcase	MAY 20	Regional HSCC & Industry Day
July	BDPA National Conference Preview	JUN 20	AFCEA, AFFIRM, & GEIA
August	BDPA National Conference Edition	JUL 20	BDPA National Conference
September	Annual Legislative Conference (ALC)	AUG 20	CBCF/ALC
October	Supplier Diversity/GFY-10 Begins	SEP 20	Annual Prince George's Classic
November	High-Performance Computing	OCT 20	BDPADC Awards Gala & SC09
December	Career Tracks and 2010 Internships	NOV 15	Seasons Greetings

## Mechanical Requirements

**bdpatoday** Trim Size: 8 1/8" X 10 7/8"  
 Type of binding: **Saddle-Stitched**  
 Paper Stock: 11" x 17" 70 lb. maximum

Run of **bdpatoday** Ads (Non-Bleed)

	Width	Height
Spread (Two Facing Pages)	15 7/8"	10 3/8"
Full Page	7 11/16"	10 3/8"
Half Page Horizontal	7 5/8"	4 3/4"
Half Page Vertical	3 3/8"	10 3/8"
Quarter Page	3 5/8"	4 3/4"

Run of **bdpatoday** Ads (Bleed)  
Includes 1/8" grind on each page

	Width	Height
Spread (Two Facing Pages)	16 7/8"	11 1/8"
Full Page	8 3/8"	11 1/8"
Half Page Horizontal	8 3/8"	5 1/8"
Half Page Vertical	4 3/4"	11 1/8"
Quarter Page	4"	5 1/8"

**bdpatoday** Electronic File Requirements  
 Macintosh (OS 9.2 or higher), Windows (2000 or higher). InDesign, Illustrator, Acrobat, or Photoshop files are acceptable. For InDesign submissions, printer and screen fonts and all links must be supplied. For Illustrator submissions, text must be changed to outlines. Submit in CMYK (or grayscale mode if ad is to print in black and white only) as TIF, EPS, or PDF files. Email to: [ads@ncr-bdpa.org](mailto:ads@ncr-bdpa.org)

**2009 HSCC Patron's Guide | Awards Gala**  
 Email your business card or ad in a PDF file or a JPG image to: [ads@ncr-bdpa.org](mailto:ads@ncr-bdpa.org)

**bdpa-dc.org** Web Banner Advertising  
 File size should be 162 w x 144 h pixels, 50 KB or less in size, GIF or JPG images (animations are limited to 5 rotations), and may be e-mailed to: [ads@ncr-bdpa.org](mailto:ads@ncr-bdpa.org)

Mail Content to **BDPADC** via FedEx or USPS  
 Send content on DVD, CDROM, thumb drive, or memory-stick with payments prior to closing dates to: **611 Pennsylvania Avenue SE, #213, Washington, D.C. 20003-4303**

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