2010 | Media Kit

NBDPA
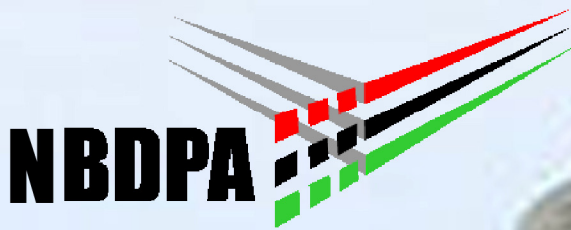
bdpatoday
Sponsored Events & Publications

2010 Media Kit ● Rates & Mechanical Data

Rates Effective October 1, 2009 for Federal Agencies with Participating BDPA Chapters

BDPA

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	$145	$195
Quarter Page (Print Edition):	$40	$75	$90
Business Card (Print Edition):	$25	n/a	n/a
Web Banner (1 Year Daily Edition):	n/a	$2495	n/a
Web Banner (1 Month Daily Edition):	n/a	$395	n/a
Web Banner (1 Year Home Page):	n/a	$595	n/a
Full Page (1 Year Print Editions):	(All Guides) $995	$2500	n/a

Submit secure payments online by closing dates to **bdpatoday**: http://www.ncr-bdpa.org/shopBDPAdc.htm

Local Chapter Production Specifications for bdpatoday

Issue Months	Themes | Program Meetings	Closing Dates	Special Events
January	Consumer Electronics | NBDPA Inaugural	**DEC 15**	**NBDPA Inaugural & 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	FY 2011 Public Sector Outlook	**APR 20**	**AFCEA, AFFIRM, & GEIA**
June	Regional HSCC/IT Showcase	**MAY 20**	**Regional HSCC & Industry Day**
July	BDPA National Conference Edition	**JUN 20**	**BDPA National Conference**
August	TeraGrid Conference Preview	**JUL 20**	**TeraGrid Preview**
September	Annual Legislative Conference (ALC)	**AUG 20**	**CBCF/ALC**
October	Supplier Diversity/GFY-2011 Begins	**SEP 20**	**Annual HBCU Football Classics**
November	High-Performance Computing	**OCT 20**	**BDPADC Awards Gala & SC10**
December	Career Tracks and 2011 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"**

Submit secure payments online prior to closing dates to **bdpatoday**:
http://www.ncr-bdpa.org/shopBDPAdc.htm

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 TIFF, EPS, or PDF files. Email to: **ads@ncr-bdpa.org**

2010 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**

BDPA Chapter 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**

Mail content to **bdpatoday** 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**