

2011 | Rate Card

The background of the entire page is a dark blue grid with faint, light blue binary code (0s and 1s) scattered across it. On the right side, there is a graphic consisting of several parallel lines that converge towards the top right. These lines are colored red, black, and green. Along these lines, there are small, colorful squares (red, black, and green) that appear to be part of a larger, abstract structure.

BDPA

bdpatoday

Chapter Publications & Charitable Events

bdpatoday • 2011 Media Kit • Rates & Mechanical Data

Rates Effective October 1, 2010 for Federal Agencies and Participating BDPA Chapters
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Page Size Color or B/W	1x Patron's Guides	1x bdpatoday only	2x Both Publications
Full Page (Digital/Print Edition):	\$135	\$265	\$295
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Local BDPA Chapter Production Specifications for bdpatoday

Issue Months	Themes Program Meetings	Closing Dates	Special Events
January	International Consumer Electronics Show	DEC 15, 2010	CES 2011
February	Industry Day On-The-Hill & BFTAW	JAN 15	25 th BEYA Anniversary Edition
March	Navy Information Dominance	FEB 20	Navy Industry Day
April	Unmanned Vehicles Earth Day	MAR 20	FIRST/Robotics Competition
May	FY 2012 Public Sector Outlook	APR 20	Interop 2011
June	Regional HSCC/IT Showcase	MAY 20	Regional HSCC & Industry Day
July	FOSE Conference Preview	JUN 20	FOSE 2011
August	BDPA National Conference Edition	JUL 15	NBDPA Technology Conference
September	Annual Legislative Conference (ALC)	AUG 20	CBCF/ALC
October	GFY-12 Begins/NMSDC Business Fair	SEP 20	Cybersecurity Awareness Month
November	High-Performance Computing/SC11	OCT 20	Chapter Awards Banquets
December	Career Tracks and 2012 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"

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Half Page Vertical	4 3/4"	11 1/8"
Quarter Page	4"	5 1/8"

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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

2011 HSCC Patron's Guides | Awards Banquet

Email business card or full-page advertisement in a PDF file or a JPG image to: ads@ncr-bdpa.org

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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:
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