

**BDPA**

**DC**

**HSCC**

*Washington, D.C.*

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



**2008 Patron's Guide**

# 2008 Patron's Guide • Rates & Data

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



Page Size Color or B/W	1x Patron's Guide only	1x bdpatoday only	2x Both Publications (August 2008 publications only)
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Full Page:	\$100	\$250	\$295
Half Page:	\$55	\$135	\$195
Quarter Page:	\$30	\$65	(30 <sup>th</sup> Anniversary Special) \$30
Business Card:	\$25	n/a	n/a
Web Banner (1 Year):	n/a	\$495	n/a

Submit secure payments online by closing dates to **BDPADC**: <http://bdpatoday.eventbrite.com>

## Production Specifications for bdpatoday

Issue Months	Themes   Program Meetings	Closing Date	Special Events
January	Consumer Electronics	DEC 15	CES
February	BDPA Day On-The-Hill and BFTAW	JAN 20	Black History Month/BEYA
March	Government Computing	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	ITAA/GEIA Blue Team
August	BDPA National Conference Edition	JUL 20	BDPA National Conference
September	Annual Legislative Conference	AUG 20	CBCF/ALC & Football Classic
October	Supplier Diversity/GFY-09 Begins	SEP 20	<b>BDPADC</b> 30 <sup>th</sup> Anniversary
November	High-Performance Computing	OCT 20	Supercomputing Expo
December	Career Guidance/2009 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"

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<http://bdpatoday.eventbrite.com>

### **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)

### 2008 Patron's Guide for 2008 Events

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**