

Put your brand  
in front of the  
B2B marketing  
community

**Be in front of the B2B Marketing Community via BMA Colorado's annual membership directory - the resource that is used EVERY DAY by B2B marketers in the Front Range!**

The membership directory is an 8 1/2" x 11" book and is distributed to every member of BMA Colorado, over 500 members and growing. Take advantage of this opportunity to participate as an advertiser. Our members are always looking for products, services and talent to assist them in their professional B2B marketing endeavors. By participating in this year's directory, you will put your company at the fingertips of the B2B marketing community throughout the Front Range.

Member discounted pricing for ads in this year's membership directory are:

<b>Full page, 4-color ad: \$800</b>
<b>1/2 page, 4-color ad: \$400</b>
<b>1/4 page, 4-color ad: \$250</b>
<b>Inside Front Cover (4-color): \$1,000</b>
<b>Inside Back Cover (4-color): \$1,000</b>
<b>Outside Back Cover (4-color): \$1,000</b>

*(Non-member pricing is 25% additional over member pricing).*

**DIRECTORY & WEBSITE PACKAGES:** A bundled discount package is also available for advertising in the membership directory and on the BMA Colorado website.

Contact Marilee Yorchak at 303-607-9957, [Marilee@bmacolorado.org](mailto:Marilee@bmacolorado.org) for details.

The closing deadline for ad sales is Monday, November 30, 2015 and all ads are due by Monday, December 3, 2015.

**Ad specs:**

- 1/4 page ad: 23 picas wide by 31 picas tall or 3.83 inches wide by 5.1667 inches tall
- (Note: Bleeds allowed on full page ads only).
- 0.667" margin needed for Live copy to clear edge for binding

**Other Specifications:**

- Images submitted should be in RGB format at an effective pip of 300. PDF files should be saved using the PDF/X-4:2008 setting, with bleed if necessary and color conversion set to destination. Color profile should be Adobe RGB (1998). Fonts need to be OpenType or Postscript.
- Ads should be delivered either by PDF via email or via Dropbox with all native files and fonts included
- All ad submissions must have a contact person and telephone number in the event of questions.
- Halftones and mechanical screens (tints) will print at 150 line screen.
- No pre-press proofs will be available.
- Deadline for ad submissions will be Monday, December 7, 2015.

**All ads should be delivered to:**

Peggy Deal, Peggy Deal in Design  
pdeal@earthlink.net

BMA-Colorado will invoice you for your ad.

**Acceptable File Formats**

The directory will be built in Adobe InDesign CC15. Appropriate file formats for ad delivery are as follows:

1. Press ready, high resolution PDF file. All fonts should be embedded in the PDF.
2. Adobe Illustrator file with all fonts outlined (converted to graphics).
3. Adobe InDesign files with all native files (linked graphics) and fonts included.

NOTE: QuarkXPress files cannot be opened in InDesign any longer. If you only have QuarkXpress available, please export the ad as a hi-res PDF file with bleeds and crops marks.

Questions? Contact BMA Colorado's Executive Director, Marilee Yorchak, at 303-607-9957, [Marilee@bmacolorado.org](mailto:Marilee@bmacolorado.org).

BMA Colorado Federal Tax ID: 8409-72469 (501c6)

2459 So. Ammons St.

Lakewood, Colorado USA 80227

303-607-9957 303-969-8320 (Fax) [info@bmacolorado.org](mailto:info@bmacolorado.org) [www.bmacolorado.org](http://www.bmacolorado.org)