



## THE BOOK CLUB OF CALIFORNIA QUARTERLY

312 Sutter Street, Suite 500 | San Francisco, CA 94108 | 415-781-7532 | email: quynh@bccbooks.org

Published for its members by the Book Club of California  
Issued quarterly since 1933  
Circulation: 1,000

Advertising Rates Effective January 2019

<b>Black &amp; White Letterpress*</b>	<b>1 Time</b>	<b>4 Times</b>
FULL PAGE	\$300	\$275
HALF PAGE	\$175	\$150
BACK OR INSIDE-FRONT COVER	\$400	\$375

NOTE: BCC Members receive a 15% discount on ads.

\*Color may be available at additional cost at the printer's discretion. Contact us for information.

### **Schedule:**

*Copy must be received by the Book Club of California on or before six weeks preceding publication date.*

### **ISSUE:**

Fall  
Winter:  
Spring  
Summer

### **CLOSING DATES:**

Copy to be received by August 15  
Copy to be received by November 15  
Copy to be received by February 15  
Copy to be received by May 15

### **PUBLICATION DATES:**

October 15  
January 15  
April 15  
July 15

### **Mechanical Requirements**

*The following regulations are for the purpose of insuring the continuance of the fine typography of the Quarterly News-Letter.*

### **SIZE:**

	Width (inches)	Depth (inches)
Full page	4 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>4</sub>
Half page	4 <sup>3</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>4</sub>

### **ILLUSTRATIONS:**

The *Quarterly* is printed letterpress, a printing process best suited to reproducing text and line-art, not continuous-tone photos and imagery. The Book Club can supply copies of previous *Quarterlies* as examples of letterpress printing if needed.

### **FILE TYPE:**

Advertisements should be submitted as vector art, high resolution bitmaps (1200 dpi or higher .TIFF, saved with LZW compression), or text and line-art together designed using Illustrator, InDesign, etc. and saved as a Press Quality PDF or EPS. If there are questions about technical matters, please ask to be put in contact with the printer. They can often provide design and typesetting services for a fee.

### **TYPE AND LAYOUT:**

The Editorial Committee reserves the right to reset any advertisement submitted in reproduction proof form that, in the opinion of the Committee, does not conform to the general type plan of the *Quarterly*.

### **BORDERS:**

A standard rule border is placed around all advertisements.

*The Editorial Committee may decline any advertising for any reason considered by them to be sufficient.*



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*Advertising Submission*

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For inclusion in the \_\_\_Fall \_\_\_Winter \_\_\_Spring \_\_\_Summer issue

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COPY HEREWITH

COPY TO COME

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_