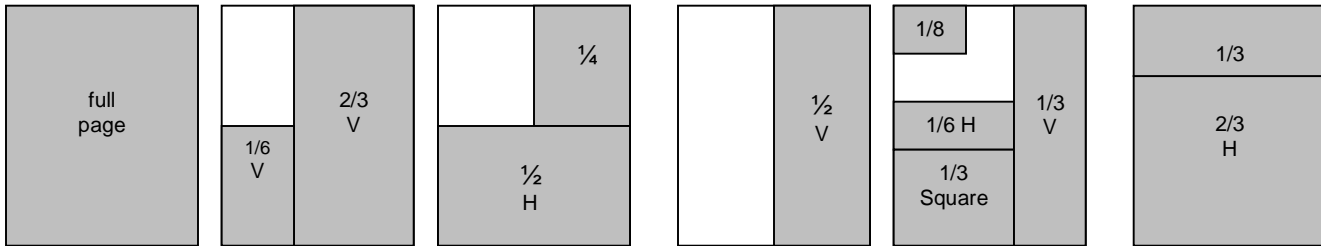


2009 PRINT AD SPECIFICATIONS



Display Ad Sizes/Dimensions

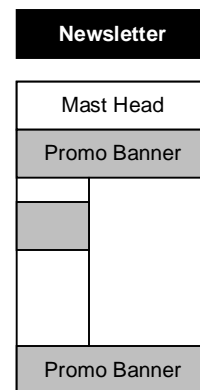
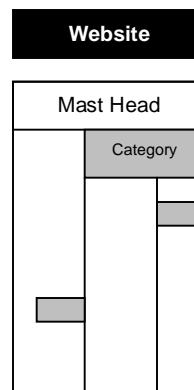
Size	Width	Height
Full Page – full bleed	8.625"	11.125"
Full Page – no bleed	7.875"	10.375"
2/3 page V	4.750	9.875"
2/3 page H	7.375"	6.375"
1/2 page V	4.750"	7.125"
1/2 page H	7.375"	4.625"
1/3 page V	2.200"	9.875"
1/3 page H	7.375"	3.125"
1/3 page Square	4.750"	4.750"
1/4 page	3.500	4.625"
1/6 page V	2.200"	4.625"
1/6 page H	4.750"	2.125"
1/8 page - Directory	3.25"	2.00"

- § All ads are full color.
- § All ads should be CMYK color.
- § Only full color and covers may bleed
- § 300 DPI resolution required for all images and logos
- § Acceptable file formats are pdf, tif, and eps.

Digital Banner Sizes/Dimensions

Size	Width	Height
Promo	579	126
Category	579	126
Tower Web	140	40
Tower News	140	80

Submit as 72 dpi JPEG

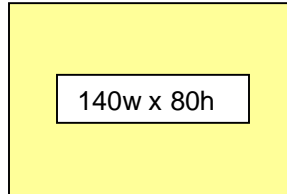


Online Banners, Sponsorships & Advertorials

Newsletter – Bi-Weekly (24/year) – over 6,800 emails:

Sponsorship Banner

Size: 140 x 80
Characters: 90
Logo with link to website



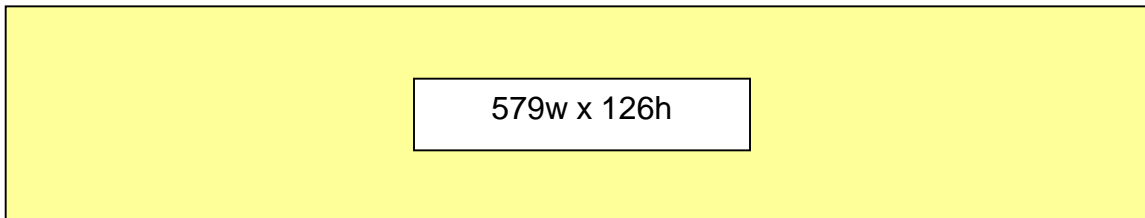
Quantity Discount:

6 insertions
12 insertions
24 insertions

Advertorials

Within the body of the newsletter
Word count: 150
Imbedded link to website

Promotional Banner for newsletter --- top under masthead or bottom

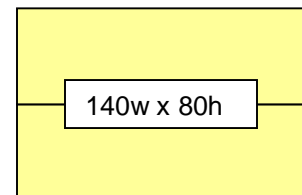
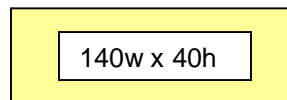


Website:

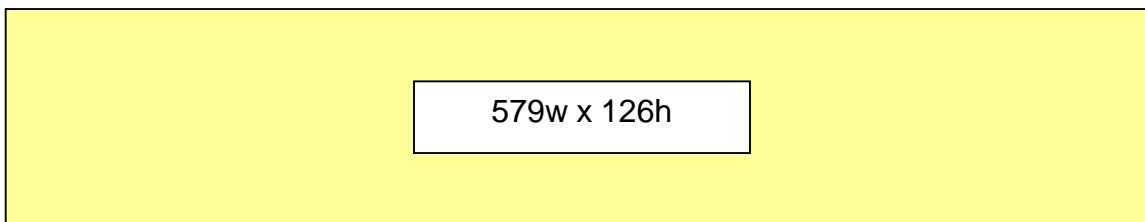
Small right or left side banner

Size: 140w x 40h

*Can purchase multiples to increase the size



Hot Spot Banner



A La Carte Digital Brochure:

A single brochure on the front page of BABM.com professionally and specifically optimized for target market (customer to fill out target market form)

All banner files should be submitted as a JPEG at 72 dpi

~ All rates and dimensions are subject to change