

FUTURE BUSINESS LEADERS OF AMERICA-PHI BETA LAMBDA, INC.

2016-17 PUBLICATION RATE CARD

BRINGING BUSINESS AND EDUCATION TOGETHER SINCE 1942



Why advertise?

WHO WE ARE

Future Business Leaders of America-Phi Beta Lambda is a nonprofit 501(c)(3) education association with a quarter million students preparing for careers in business and business-related fields. The association has four divisions:

- **Future Business Leaders of America (FBLA)** for high school students;
- **FBLA-Middle Level** for junior high, middle, and intermediate school students;
- **Phi Beta Lambda (PBL)** for postsecondary students; and
- **Professional Division** for business people, FBLA-PBL alumni, educators, and parents who support the goals of the association.

FBLA-PBL is headquartered in Reston, Virginia, and organized on local, state, and national levels. Business teachers, advisers, and advisory councils (including school officials, business people, and community representatives) guide local chapters. State advisers and committee members coordinate chapter activities for the national organization.

The FBLA concept was developed in 1937 by Dr. Hamden L. Forkner of Columbia University. The first high school chapter was chartered in Johnson City, Tennessee on February 3, 1942. In 1958, the first PBL collegiate chapter was chartered in Iowa. The Professional Division, originally the Alumni Division, began in 1979. Joining FBLA-PBL in 1994 was the FBLA-Middle Level for students in grades 5–9.

The national board of directors is comprised of local teachers, state educators, business leaders, and the division presidents.

Guidelines

MATERIAL REQUIREMENTS

Ads are accepted in Illustrator, Photoshop, or InDesign formats on both the Macintosh and PC platforms. All fonts and linked image files must accompany the page layout files. Image files should be CMYK, TIFF, or EPS images with a resolution of 300 dpi or greater at 100% of the size the image appears in the ad. PDF files are accepted with hard copy. Press-ready PDF files must have all fonts and graphics embedded into the PDF. Ads with bleeds would need to have crop marks in the PDF.

SPACE SIZE

Bleed size

WIDTH

8.375"

HEIGHT

11"

Trim size

8.25"

10.75"

Back Cover *(including bleed)*

8.5"

7.65"

Full page *(including bleed)*

8.375"

11"

1/2 page *(horizontal—including bleed)*

8.5"

5.5"

1/2 page *(vertical—including bleed)*

4.245"

11"

1/3 page (vertical)

2.5"

11"

1/3 page (square)

4.9"

4.9"

1/6 page (vertical)

2.5"

5.5"

See ad specs at end of rate card for additional details.

MEMBERSHIP

FBLA-PBL is the largest business career student organization in the world. The high school division has 210,000 members, while the postsecondary division reaches almost 10,000 college students. The newest group, FBLA-Middle Level, is showing remarkable growth with nearly 21,000 student members. The Professional Division has reached over 4,000 members. Over 13,000 advisers round out the group. Exclusive membership and career recognition programs are designed for each division to provide additional personal and chapter development opportunities.

FUNDING AND ENDORSEMENTS

FBLA-PBL is funded by membership dues, conference fees, corporate contributions, and grants. FBLA-PBL is recognized by the Association for Career and Technical Education, International Assembly for Collegiate Business Education, National Association of Parliamentarians, National Association of Secondary School Principals, National Business Education Association, and the U.S. Department of Education.

CANCELLATIONS

No cancellations or changes in insertion order will be accepted after the space reservation closing date.

PAYMENT

All advertisements must be paid in advance.

CONTACT INFORMATION

Send all insertion orders, advertising materials, and payments to:

Communications Manager
FBLA-PBL
1912 Association Drive
Reston, VA 20191-1591

P 800.325.2946 ext. 120
F 866.500.5610

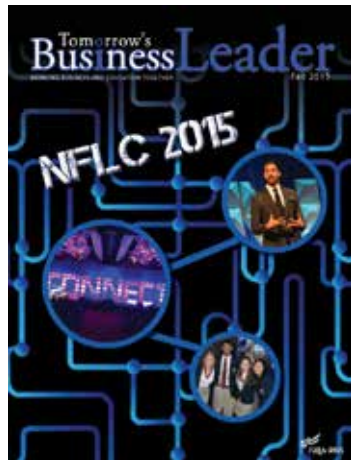
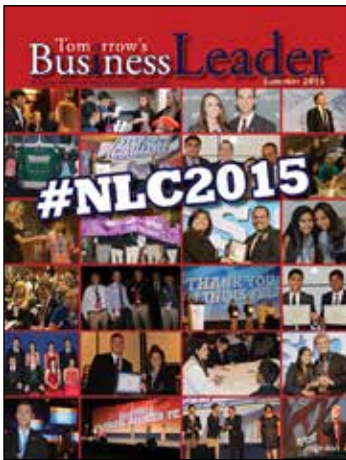
E communications@fbla.org

fbla-pbl.org

Tomorrow's Business Leader

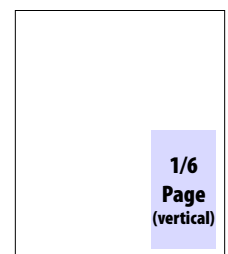
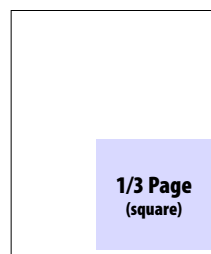
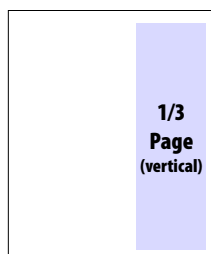
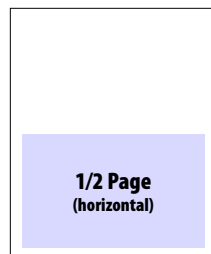
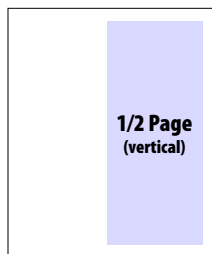
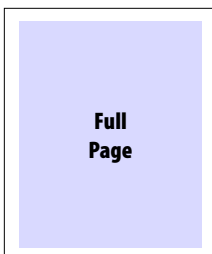
BRINGING BUSINESS AND EDUCATION TOGETHER

FBLA-PBL's high school and middle level student member magazine is published four times during the school year. *Tomorrow's Business Leader* features interviews with successful business leaders and articles on leadership, career options, postsecondary education alternatives, job-building skills, FBLA programs and services, and local chapter news.



COLOR RATES

	Summer	Fall	Winter	Spring	4/x
Back Cover	\$2,400	\$2,500	\$3,200	\$4,000	@\$2,400
Inside Back Cover	\$2,150	\$2,350	\$2,950	\$3,500	@\$2,150
Full Page	\$1,900	\$2,150	\$2,750	\$3,200	@\$1,900
1/2 Page	\$1,700	\$1,900	\$2,150	\$2,300	@\$1,700
1/3 page	\$1,300	\$1,700	\$1,750	\$1,775	@\$1,300
1/6 page	\$1,150	\$1,300	\$1,325	\$1,375	@\$1,150

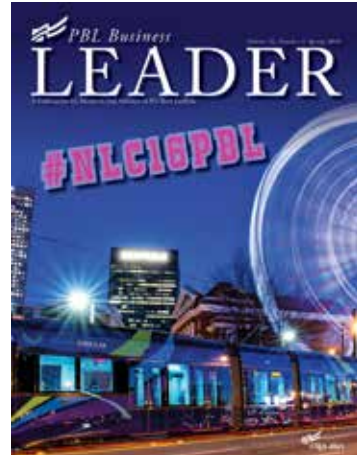
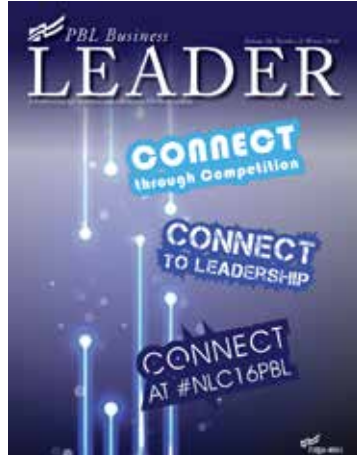
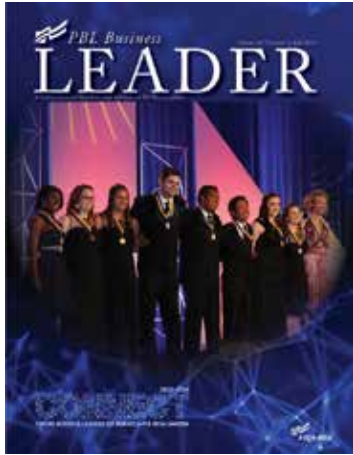


PUBLICATION TIMELINE

Issue	Summer 2016–17	Fall 2016–17	Winter 2016–17	Spring 2016–17
Space Reservation By	July 22	September 30	November 21	February 3
Materials Due By	August 1	October 14	December 9	February 17
Publication Date	end of August	mid-December	early February	end of March
Distribution	65,000	110,000	210,000	230,000



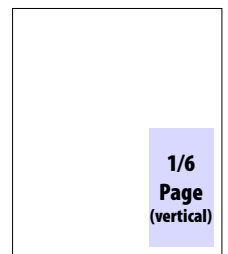
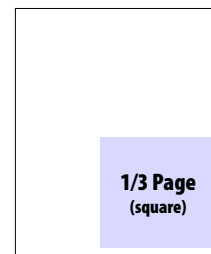
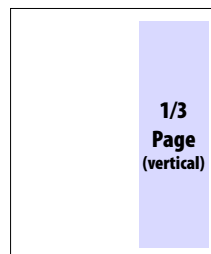
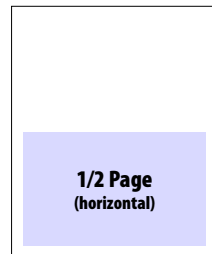
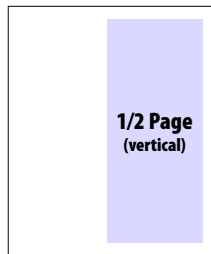
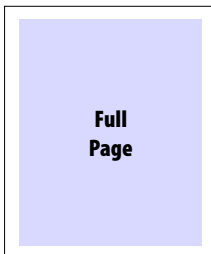
PBL Business LEADER



The postsecondary student member newsletter is published three times during the school year. *PBL Business Leader* features articles on business and PBL programs and services, professional issues and trends, leadership and career-building skills, and local chapter news. This publication is distributed electronically.

COLOR RATES

	Fall	Winter	Spring	3/x
Back Cover	\$2,250	\$2,575	\$2,825	@\$1,800
Full Page	\$1,800	\$1,975	\$2,150	@\$1,500
1/2 Page	\$1,150	\$1,275	\$1,425	@\$1,000
1/3 page	\$850	\$975	\$1,075	@\$750
1/6 page	\$475	\$650	\$725	@\$475



PUBLICATION TIMELINE

Issue	Fall 2016–17	Winter 2016–17	Spring 2016–17
Space Reservation By	August 12	November 25	March 3
Materials Due By	August 19	December 2	March 10
Publication Date	early September	late January	end of March
Distribution	6,000	7,500	10,000

ADVISERS' HOTLINE



Three separate *Hotline* newsletters are published three times a year during the school year for advisers in each of the following membership categories: FBLA-Middle Level, FBLA (high school), and PBL (college/university). These newsletters feature articles on chapter management and preparing students for conferences and competitive events. Each also provides information on local, state, and national programs, and general tips for being a more effective adviser.

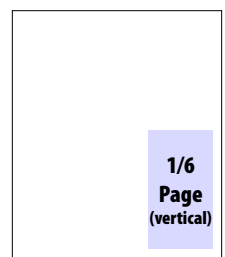
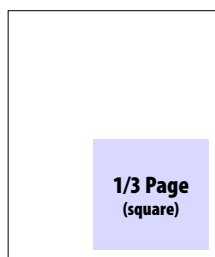
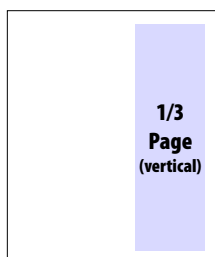
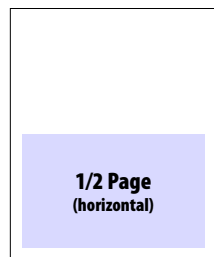
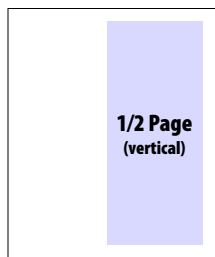
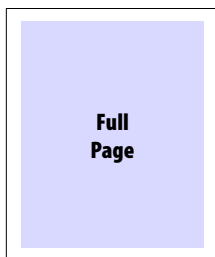
Total circulation: 13,000 electronically

Published three times a year, *The Professional Edge* features articles on how Professional Division members support local, state, and national FBLA-PBL activities. It includes member highlights and offers career advancement, business tips, and exclusive member benefit information.

Circulation: 4,000 electronically

COLOR RATES

	Fall	Winter	Spring	3/x
Back Cover	\$1,000	\$1,000	\$1,000	@\$800
Full Page	\$800	\$800	\$800	@\$650
1/2 Page	\$475	\$475	\$475	@\$400
1/3 page	\$300	\$300	\$300	@\$225
1/6 page	\$200	\$200	\$200	@\$150



PUBLICATION TIMELINE (AH=Advisers' Hotline PE=The Professional Edge)

Issue	Fall 2016-17	Winter 2016-17	Spring 2016-17
Space Reservation By	AH: July 15 PE: August 26	AH: November 4 PE: December 30	AH: February 24 PE: March 31
Materials Due By	AH: July 22 PE: September 2	AH: November 11 PE: January 6	AH: March 3 PE: April 7
Publication Date	AH: end of August PE: end of September	AH: early January PE: end of January	AH: end of March PE: end of April

Publication Reservation

Advertiser _____

Contact _____

Billing Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

PUBLICATION SPACE RESERVATION

- Tomorrow's Business Leader* *PBL Business Leader* *The Professional Edge*
 FBLA Advisers' Hotline *FBLA-Middle Level Advisers' Hotline* *PBL Advisers' Hotline*

PUBLICATION ISSUE

- Summer 2016-17 Fall 2016-17 Winter 2016-17 Spring 2016-17

AD SIZE

Full Page
1/2 Page (vertical)
1/2 Page (horizontal)
1/3 Page (vertical)
1/3 Page (square)
1/6 Page (vertical)

AD RATE \$ _____

SPECIAL INSTRUCTIONS

Future Business Leaders of America-Phi Beta Lambda, Inc. publication advertising is placed on a first-come, first-served basis. All advertising is subject to the approval of the publisher. FBLA-PBL, Inc. will not be responsible for any ads submitted as camera ready and containing errors. The advertiser and agency agree to indemnify, defend, and save the publisher from and against any claims based on the content or program appearance of their advertisement. Please review the Advertising Rate Card for specifications and submission formats.

Authorized Signature _____ Date _____

FBLA-PBL Representative _____ Date _____

Mail, email, or fax insertion order to:

Laura Morgan | FBLA-PBL | 1912 Association Drive | Reston, VA 20191-1591
P 703.860.3334 ext. 120 | F 866.500.5610 | communications@fbla.org | fbla-pbl.org

NFLC Program Ad Reservation

Advertiser _____

Contact _____

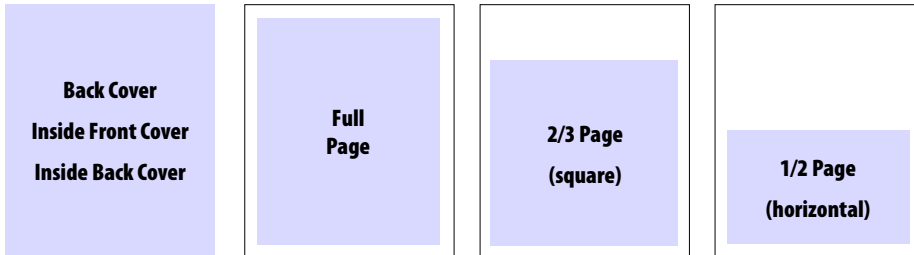
Billing Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

AD SIZE



RATES	PER CITY	ALL THREE
COLOR		
<input type="checkbox"/> Back Cover	\$650	\$1,750
<input type="checkbox"/> Inside Front Cover	\$550	\$1,500
<input type="checkbox"/> Inside Back Cover	\$550	\$1,500
BLACK & WHITE		
<input type="checkbox"/> Full Page	\$450	\$1,200
<input type="checkbox"/> 2/3 Page	\$350	\$950
<input type="checkbox"/> 1/2 Page	\$250	\$650

APP BANNER: Each program ad includes a complimentary banner ad in our conference app. Advertiser to provide banner artwork and link to website. Duration of sponsor banner within scrolling is based on size of ad purchased.
 Cover: 30 seconds Full Page: 20 seconds 2/3 Page: 10 seconds 1/2 Page: 5 seconds

Materials due by: Friday, September 22 @ 5:00 p.m. Eastern Time

PROGRAM RESERVATION Milwaukee, WI Daytona Beach, FL Dallas, TX **AD TOTAL \$** _____

SPECIAL INSTRUCTIONS

MATERIAL REQUIREMENTS

	WIDTH	HEIGHT	
Bleed Size	5-7/8"	8-7/8"	Ads are accepted in Illustrator, Photoshop, or InDesign formats. All fonts and linked image files must accompany the page layout files. Image files should be CMYK, TIFF, or EPS images with a resolution of 300 dpi or greater at 100% of the size the image appears in the ad. Color hard copy of the ad must accompany digital files. PDF files are accepted with hard copy. Press-ready PDF files must have all fonts and graphics embedded into the PDF. Ads with bleeds need to have crop marks in the PDF. Banner should be submitted as .jpg or .png file.
Trim Size	5-1/2"	8-1/2"	
Covers	5-1/2"	8-1/2"	
Full Page	4-1/2"	7"	
2/3 Page (square)	4-1/2"	4-1/2"	
1/2 Page (horizontal)	4-1/2"	3-1/2"	
App Banner	600 x 110 pixels/150 dpi		

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Authorized Signature _____ Date _____

FBLA-PBL Representative _____ Date _____

Mail, email, or fax insertion order to:
 Robert Smothers | FBLA-PBL | 1912 Association Drive | Reston, VA 20191-1591
 P 703.860.3334 ext. 121 | F 866.500.5610 | conferencmgr@fbla.org | fbla-pbl.org

**The following information for full page, 1/2 page, 1/3 page, 1/6 page,
and back cover ads applies to *Tomorrow's Business Leader*, *PBL Business Leader*,
The Professional Edge, and the *Advisers' Hotlines*.**

Full Page Ad Specs

Total Ad Area *(including bleed)*
8.375" x 11"

Safe Zone for Content/Text
7.75" x 10"

Bleeds
.12" side
.14" top & bottom

Half Page Horizontal Ad Specs

Total Ad Area *(including bleed)*

8.5" x 5.5"

Safe Zone for Content/Text

7.75" x 5.15"

Bleeds

.12" side

.14" top & bottom

Half Page Vertical Ad Specs

Total Ad Area *(including bleed)*
4.245" x 11"

Safe Zone for Content/Text
4.1" x 10.7"

Bleeds
.12" side
.14" top & bottom

1/3 Page Vertical Ad Specs

Total Ad Area
(including bleed)
2.5" x 11"

Bleeds
.12" side
.14" top & bottom

1/3 Page Square Ad Specs

Total Ad Area
4.9" x 4.9"

1/6 Page Vertical Ad Specs

Total Ad Area
2.5" x 5.5"

Back Cover Ad Specs

Total Ad Area *(including bleed)*

8.5" x 7.65"

Bleeds

.12" side

.14" bottom