



# BOWLING ENTERTAINMENT CENTER

BCM'S FEC SUPPLEMENT

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**BCM/BEC continue to participate in the AAMA Advertising Program, offering special advertising rates to AAMA members.**



**W**hen BCM introduced an entertainment-focused supplement in 2008, we did not realize what an important part of the publication it would become. The special BEC (Bowling Entertainment Center) section quickly expanded from four to six issues per year, with additional entertainment-focused editorial in every issue of BCM.

BEC operators now have their own categories in BCM's prestigious Bowling Center Architecture and Design Awards competition, both domestically and internationally. From an FEC category to small ball and best arcade, the Design Awards today attracts more entertainment-based centers than ever before.

As the amusement segment within bowling centers shows no sign of slowing down, BCM keeps pace with increased coverage of amusement and experience-related topics, produced specifically for bowling proprietors. BEC offers case studies and provides tools to help proprietors develop and expand their amusement offerings.

BEC is included in the February (Amusement Expo), April, June (International Bowl Expo), August, October (IAAPA Expo) and December issues of BCM. We've also been a long-time exhibitor at key amusement industry shows and conventions, showcasing issues of the magazine at Amusement Expo, Bowl Expo and IAAPA. As the official publication of BPAA, copies of the June issue of BCM/BEC are included in the registration bag of every Bowl Expo attendee.

Pinnacle Entertainment Group ([grouppinnacle.com](http://grouppinnacle.com)) continues as a key contributor to BEC, bringing more than 60 years of experience as a leading consultant in the amusement industry.



Howard McAuliffe (left) and George McAuliffe of Pinnacle Entertainment Group.

Editorial topics throughout the year include various aspects of arcade operation, game selection, redemption, virtual reality, various types of bowling (boutique, duckpin, mini, string, traditional, etc.), axe throwing, laser tag, escape rooms, photo booths, rides, outdoor attractions, pub attractions and more. "The BEC Interview" provides an in-depth look at an amusement industry professional and/or topic. New products and services are spotlighted in each issue, at no charge, in BEC's "Keeping Up" department.