

The Illinois Shooter
2017 Advertising Contract

Advertiser:

Contact Name: _____ Title: _____

Name of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

E-mail: _____

Signature: _____

Contract Period: _____

See reverse side for the 2017 publication dates and advertising rates.

Ad Rate \$ _____ **x Frequency** _____ **= \$** _____

- Payment:** Make Check payable to **Publishing Management Associates**
 Credit Card— for credit card payments please call our office at 815-484-5281
We accept: VISA/MasterCard/Discover/American Express

If you need assistance in completing this form or additional information, contact 815-484-5281 or email shooterads@isra.org.

Please send this completed form along with your payment (first-time advertisers) to:

The Illinois State Rifle Association
P.O. Box 8050 • Rockford, IL 61126

Advertising Deadlines

Issue	Space	Artwork	Mail Date
Spring 2017	02/07/2017	02/14/2017	March
Summer 2017	05/02/2017	05/09/2017	June
Fall 2017	08/01/2017	08/08/2017	September
Winter 2017	10/03/2017	10/10/2017	December

Rates for 2017

BLACK AND WHITE

	BASE PRICE	BASE W/2X DISCOUNT	BASE W/3X DISCOUNT	BASE W/4X DISCOUNT
Premium Positions				
Back Cover	\$1,095	\$995	\$900	\$790
Inside Front Cover	\$950	\$855	\$760	\$665
Inside Back Cover	\$885	\$795	\$710	\$630
Center Spread	\$1,339	\$1,205	\$1,070	\$950
Full-Page	\$730	\$665	\$605	\$545
1/2-Page	\$545	\$490	\$435	\$380
1/4-Page	\$345	\$310	\$275	\$245
1/8-Page	\$190	\$175	\$160	\$130
1/16-Page	\$105	\$95	\$85	\$75

FOUR COLOR

	BASE PRICE	BASE W/2X DISCOUNT	BASE W/3X DISCOUNT	BASE W/4X DISCOUNT
Premium Positions				
Back Cover	\$1,260	\$1,145	\$1,035	\$910
Inside Front Cover	\$1,095	\$985	\$875	\$765
Inside Back Cover	\$1,020	\$915	\$815	\$725
Center Spread	\$1,540	\$1,386	\$1,230	\$1,092
Full-Page	\$840	\$765	\$695	\$630
1/2-Page	\$625	\$565	\$505	\$440
1/4-Page	\$400	\$360	\$320	\$280
1/8-Page	\$220	\$200	\$180	\$150
1/16-Page	\$120	\$110	\$100	\$90