

Circulation

Total Circulation: 31,500*

*30,000 copies are mailed to ISRA members and another 1,500 copies are distributed free at gun shops, gun shows, shooting ranges, and hunting and sporting events throughout Illinois.

Advertising Deadlines

Issue	Space Reservations	Artwork
Spring 2015	3/2/15	3/9/15
Summer 2015	6/1/15	6/8/15
Fall 2015	9/1/15	9/8/15
Winter 2015-2016	11/2/15	11/9/15

Issue Dates

Issue	Release Date
Spring 2015	April
Summer 2015	July
Fall 2015	October
Winter 2015-2016	December

Advertising Material

The Illinois Shooter accepts only ads in digital format.

Mechanical Requirements:

- Files and images should be saved either in greyscale or CMYK and submitted in .pdf format, or as a high resolution TIFF or JPEG files. (No RGB)
- Images should have a minimum resolution of 300 dpi (bitmaps—1200 dpi)
- “Collect files for output” when sending them to us, and remember to include all fonts and linked images

Submission Guidelines:

- Files should be e-mailed as attachments to shooterads@isra.org, or for files too large to e-mail, ftp information is available upon request.

For more detailed information regarding our requirements and guidelines, or any questions and concerns, contact our Production Department at 815-484-5281 or e-mail shooterads@isra.org.

Illinois State Rifle Association

P.O. Box 8050, Rockford, IL 61126
815-484-5281
e-mail: shooterads@isra.org

The Illinois Shooter



2015 Rate Card

The official journal of



The Illinois State Rifle Association



Reach over **30,000** Gun Owners and Gun Enthusiasts



The Illinois Shooter is the official journal of the Illinois State Rifle Association. It is published four times per year and represents the interests of over 1.63 million law-abiding Illinois firearm owners. Founded in 1903, the Illinois State Rifle Association is dedicated to education, safety training and support of Illinois firearm owners.

The Illinois Shooter 2015 Advertising Rates

Display Advertisements Run of Paper (ROP) Black & White Frequency Rates*

Premium Positions	1-Time	2-Time	3-Time	4-Time
Back Cover	\$1,144	\$1,087	\$1,030	\$972
Inside Front Cover	\$996	\$946	\$896	\$846
Inside Back Cover	\$935	\$888	\$841	\$795
Inside Pages	1-Time	2-Time	3-Time	4-Time
Center Spread	\$1,402	\$1,332	\$1,262	\$1,192
Full-Page	\$764	\$726	\$688	\$650
1/2-Page	\$572	\$543	\$515	\$486
1/4-Page	\$363	\$345	\$327	\$309
1/8-Page	\$198	\$188	\$178	\$168
1/16-Page	\$110	\$105	\$99	\$94

Four Color—\$325 additional color charge per ad.

Classified ads are available on request.

*All rates are noncomissionable.

Ad Sizes

The Illinois Shooter is a tabloid size publication (11"W x 16 ½"D).

Full page:

9¾"W X 14¾"D

Center spread:

20½"W x 14¾"D

½ page:

9¾"W x 7¼"D Horizontal

4¾"W x 14¾"D Vertical

¼ page:

9¾"W x 3½"D Horizontal

4¾"W x 7¼"D Vertical

⅛ page:

4¾"W x 3½"D Horizontal

2¼"W X 7¼"D Vertical

⅙ page:

2¼"W x 3½"D Vertical

3¾"W x 2¼"D (oversized
business card)

We reserve the right to reject any advertisements we deem inappropriate for our readers.