

Advertising Deadlines

| <u>Issue</u> | <u>Space Reservations</u> | <u>Artwork</u> |
|------------------|---------------------------|----------------|
| Spring 2016 | 3/1/16 | 3/8/16 |
| Summer 2016 | 6/1/16 | 6/8/16 |
| Fall 2016 | 9/1/16 | 9/8/16 |
| Winter 2016-2017 | 11/1/16 | 11/8/16 |

Issue Dates

| <u>Issue</u> | <u>Release Date</u> |
|------------------|---------------------|
| Spring 2016 | April |
| Summer 2016 | July |
| Fall 2016 | October |
| Winter 2016-2017 | 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



2016 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 2016 Advertising Rates

Display Advertisements

Run of Paper (ROP)

Black & White Frequency Rates*

| <u>Premium Positions</u> | <u>1-Time</u> | <u>2-Time</u> | <u>3-Time</u> | <u>4-Time</u> |
|--------------------------|---------------|---------------|---------------|---------------|
| Back Cover | \$1,144 | \$1,087 | \$1,030 | \$972 |
| Inside Front Cover | \$996 | \$946 | \$896 | \$846 |
| Inside Back Cover | \$935 | \$888 | \$841 | \$795 |
| <u>Inside Pages</u> | <u>1-Time</u> | <u>2-Time</u> | <u>3-Time</u> | <u>4-Time</u> |
| 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—Rates quoted upon request.

Classified ads are available on request.

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.