

The Illinois Shooter

2016 Advertising Contract

Advertiser:

Contact Name: _____ Title: _____
 Name of Business: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone #: _____ Fax #: _____
 E-mail: _____
 Signature: _____
 Contract Period: _____

Display Ad Rates: (check off ad size and circle rate) Frequency

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

Full Color—\$325 per ad and \$450 for Center Spread

(Ad Rate \$_____ + Color \$_____) x Frequency ____ = \$_____

Classified ad rates are available on request

- 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