

**The Illinois Shooter**  
**2020 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 2020 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](mailto: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 2020	02/05/2020	02/12/2020	March
Summer 2020	05/01/2020	05/08/2020	June
Fall 2020	08/03/2020	08/10/2020	September
Winter 2020	10/23/2020	10/30/2020	December

## Rates for 2019

### BLACK AND WHITE

	BASE PRICE	BASE W/2X DISCOUNT	BASE W/3X DISCOUNT	BASE W/4X DISCOUNT
<b>Premium Positions</b>				
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
<b>Premium Positions</b>				
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