

Advertising Deadlines

<u>Issue</u>	<u>Space Reservations</u>	<u>Artwork</u>
Spring 2021	2/5/21	2/12/21
Summer 2021	5/3/21	5/7/21
Fall 2021	8/3/21	8/10/21
Winter 2021-2022	10/22/21	10/29/21

Issue Dates

<u>Issue</u>	<u>Release Date</u>
Spring 2021	March
Summer 2021	June
Fall 2021	September
Winter 2021-2022	December

Advertising Material

The Illinois Shooter only accepts 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 emailed 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 email shooterads@isra.org.

Illinois State Rifle Association

P.O. Box 8050, Rockford, IL 61126

815-484-5281

email: shooterads@isra.org

The Illinois Shooter



2021 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 2 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 2021 Advertising Rates

2021 Rates

BLACK & WHITE

	Base Price Discount	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 Discount	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

Ad Sizes

The Illinois Shooter is a tabloid size publication (11"W x 16 1/2"D).

Full page:

9 3/4"W X 14 3/4"D

Center spread:

20 1/2"W x 14 3/4"D

1/2 page:

9 3/4"W x 7 1/4"D Horizontal

4 3/4"W x 14 3/4"D Vertical

1/4 page:

9 3/4"W x 3 1/2"D Horizontal

4 3/4"W x 7 1/4"D Vertical

1/8 page:

4 3/4"W x 3 1/2"D Horizontal

2 1/4"W X 7 1/4"D Vertical

1/16 page:

2 1/4"W x 3 1/2"D Vertical

3 3/4"W x 2 1/4"D (oversized

business card)

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