

## Advertising Deadlines

<u>Issue</u>	<u>Space Reservations</u>	<u>Artwork</u>
Spring 2023	2/3/23	2/10/23
Summer 2023	5/3/23	5/10/23
Fall 2023	8/3/23	8/10/23
Winter 2023-2024	10/19/23	10/26/23

## Issue Dates

<u>Issue</u>	<u>Release Date</u>
Spring 2023	March
Summer 2023	June
Fall 2023	September
Winter 2023-2024	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:

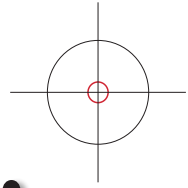
- Files should be e-mailed as attachments to [shooterads@isra.org](mailto:shooterads@isra.org), or for files too large to e-mail, ftp information is available upon request.

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](mailto:shooterads@isra.org).

## Illinois State Rifle Association

P.O. Box 7446, Rockford, IL 61126  
815-484-5281  
e-mail: [shooterads@isra.org](mailto:shooterads@isra.org)

# The Illinois Shooter



# 2023 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 2023 Advertising Rates

### 2023 Rates

#### BLACK & WHITE

	Base Price Discount	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 Discount	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

### 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.*