

## Advertising Deadlines

<u>Issue</u>	<u>Space Reservations</u>	<u>Artwork</u>
Summer 2016	6/5/16	6/8/16
Fall 2016	9/1/16	9/8/16
Winter 2016-2017	12/8/16	12/9/16

## Issue Dates

<u>Issue</u>	<u>Release Date</u>
Summer 2016	July
Fall 2016	October
Winter 2016-2017	December

## Advertising Material

*The Illinois Shooter* only accepts ads in digital format.

### Mechanical Requirements:

- Files and images should be saved either in grayscale 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 8050, Rockford, IL 61126  
815-484-5281  
e-mail: [shooterads@isra.org](mailto: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

### 2016 Rates

<b>BLACK &amp; WHITE</b>	<b>Base Price Discount</b>	<b>Base w/2x Discount</b>	<b>Base w/3x Discount</b>	<b>Base w/4x Discount</b>
<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
<b>FOUR COLOR</b>	<b>Base Price Discount</b>	<b>Base w/2x Discount</b>	<b>Base w/3x Discount</b>	<b>Base w/4x Discount</b>
<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.