Advertising Deadlines

Issue	Space Reservations	<u>Artwork</u>
Spring 2022	2/4/22	2/11/22
Summer 2022	5/3/22	5/10/22
Fall 2022	8/3/22	8/10/22
Winter 2022-202	23 10/19/22	10/26/22

Issue Dates

Issue	Release Date		
Spring 2022	March		
Summer 2022	June		
Fall 2022	September		
Winter 2022-2023	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, 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.

Illinois State Rifle Association

P.O. Box 8050, Rockford, IL 61126 815-484-5281 e-mail: shooterads@isra.org



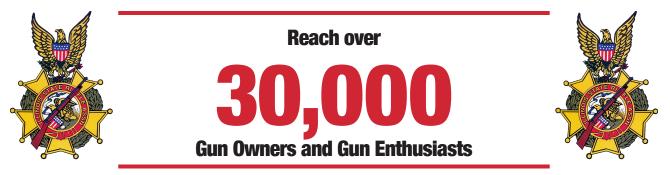




The official journal of



The Illinois State Rifle Association



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 2022 Advertising Rates

2022 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	Base w/2x	Base w/3x	Base w/4x		
	Discount	Discount	Discount	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		
1/4-Page 1/8-Page	\$400 \$220	\$360 \$200	\$320 \$180	\$280 \$150		

Ad Sizes

The Illinois Shooter *is a tabloid size publication (11"W x 16 ½"D).*

Full page: 9¾"W X 14¾"D

Center spread: $20\frac{1}{2}$ W x $14\frac{3}{4}$ D

¹/₂ page:

9¾"W x 7¼"D Horizontal 4¾"W x 14¾"D Vertical

¹⁄₄ page:

9¾"W x 3½"D Horizontal 4¾"W x 7¼"D Vertical

¹/₈ page:

4¾"W x 3½"D Horizontal 2¼"W X 7¼"D Vertical

¹/₁₆ page:

2¼"W x 3½"D Vertical 3¾"W x 2¼"D (oversized business card)

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