## **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



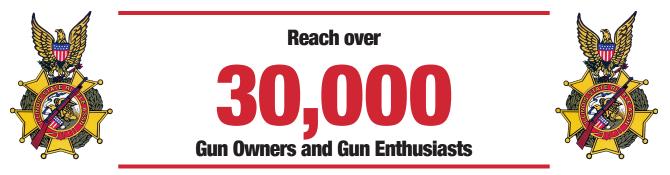




The official journal of



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		
<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	Base w/3x	Base w/4x		
	Discount	Discount	Discount	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		
1/4-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

### <sup>1</sup>/<sub>2</sub> page:

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

### <sup>1</sup>⁄<sub>4</sub> page:

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

### <sup>1</sup>/<sub>8</sub> page:

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

### <sup>1</sup>/<sub>16</sub> 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.