

ADVERTISING RATES

B&W	1X	3X	6X	9X	12X	18X
1 Page	\$3836	\$3452	\$3261	\$3069	\$2877	\$2685
2/3	2656	2390	2258	2125	1992	1859
1/2	2066	1859	1756	1653	1550	1446
1/3	1476	1328	1255	1181	1107	1033
1/4	1181	1063	1004	945	886	827
1/6	886	797	753	709	665	620
4"	768	691	653	614	576	538
3"	650	585	553	520	488	455
2-1/2"	591	532	502	473	443	414
2"	532	479	452	426	399	372
1"	414	373	352	331	311	290

2/C	1X	3X	6X	9X	12X	18X
1 Page	\$4852	\$4367	\$4124	\$3882	\$3639	\$3396
2/3	3432	3089	2917	2746	2574	2402
1/2	2722	2450	2314	2178	2042	1905
1/3	2012	1811	1710	1610	1509	1408

4/C	1X	3X	6X	9X	12X	18X
1 Page	\$5572	\$5015	\$4736	\$4458	\$4179	\$3900
2/3	3912	3521	3325	3130	2934	2738
1/2	3082	2774	2620	2466	2312	2157
1/3	2252	2027	1914	1802	1689	1576
1/4	1837	1653	1561	1470	1378	1286

Cover	1X	3X	6X	9X	12X	18X
Cover 1	\$6498	\$5848	\$5523	\$5198	\$4873	\$4548
Cover 2	5718	5146	4860	4574	4288	4003
Cover 3	5393	4854	4584	4314	4045	3775
Cover 4	6173	5555	5247	4938	4630	4321

- **PREFERRED POSITION & BLEED:** Add 10% to space cost minimum 1/4pg.
- **MINIMUM RATE HOLDER:** Rate holder 1/6 page.
- **COMMISSION:** 15% to all recognized agencies.
- **CASH DISCOUNT: 2% 10 days;** Net 30 days from invoice date.
- **CONTRACT AND COPY REGULATIONS:** The Publisher follows SRDS BUSINESS PUBLICATIONS CONTRACT AND COPY REGULATIONS: 1, 2, 3, 7, 8, 10, 11, 12, 13, 14, 15, 16, 24, 25, 27, 28, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 42, 43. Copies of the regulations available upon request. Cancellations: All efforts will be made to handle cancellations at no charge up to the MATERIAL DUE DATE. After that date cancellations cannot be processed.

INSERTS

Inserts, polybagging and tipping are available. Please ask for our special Insert Rate Card. All specifications are included.

AD SPACE DIMENSIONS

NON-BLEED SIZES	Width	X	Height
1 PAGE	7"	x	10"
2/3 Page vertical	4-5/8"	x	10"
1/2 page horizontal	7"	x	5"
1/2 page vertical	4-5/8"	x	7-1/2"
1/3 page vertical	2-1/4"	x	10"
1/3 page square	4-5/8"	x	5"
1/4 page vertical	2-1/4"	x	7-1/2"
1/4 page square	4-5/8"	x	3-3/4"
1/6 page vertical	2-1/4"	x	5"
1/6 page horizontal	4-5/8"	x	2-1/2"
4"	2-1/4"	x	4"
3"	2-1/4"	x	3"
2"	2-1/4"	x	2"
1"	2-1/4"	x	1"

Call for Cover 1 specifications

BLEED SIZES	Width	X	Height
PAGE and COVER	8-1/4"	x	11-1/8"
Live matter must be centered within 7" x 10"			
Two pg.spread (full bleed)	16-1/2"	x	11-1/8"
Live matter must be centered within 14" x 10"			
Two pg.spread (gutter bleed only)	15"	x	10"
Allow 1/4" safety along each side of gutter			

NON BLEED UNIT SIZES

Full Page: 7" x 10" Bleed Size: 8-1/4" x 11-1/8" Trim Size: 8" x 10-7/8"	2/3 Page: 4-5/8" x 10" 1/6 Page: 2-1/4" x 5" 1/3 Page: 4-5/8" x 5" 1/4 Page: 2-1/4" x 7-1/2"	1/6 Page: 4-5/8" x 2-1/2" 1/3 Page: 4-5/8" x 5" 1/4 Page: 2-1/4" x 7-1/2"
1/2 Page: 7" x 5" 1/12 Pg. 2-1/4" x 2-1/2"	1/2 Page: 4-5/8" x 7-1/2" 1/4 Page: 4-5/8" x 3-3/4"	TYPICAL EDITORIAL COLUMNS 2-1/4" x 10"

JOGS TO HEAD

MATERIAL REQUIREMENTS

• PREFERRED MATERIAL

PDF – saved hi-resolution (2400 dpi), fonts embedded, press optimized, binary, full resolution tif output. Contact the Production department for exact Distiller settings.

EPS – hi-resolution, all fonts saved outlines/curves/paths.

TIF – flattened hi-resolution. **JPEG** – hi-resolution

Note: If native application files are sent, Publishers Development will convert files to pdfs.

• FILE REQUIREMENTS

• Image resolution: 300 dpi • Color files – CMYK

• Black & White files – grayscale

• Hard copy must accompany all files.

• Fonts saved to outlines/paths.

• A faxed proof must be sent for all e-mail ads.

MAC or PC – We are Macintosh based, PC format is accepted if saved in accepted format.

Media – CD or E-Mail.

ONE COLOR: Black & White
SCREEN: 175 Lines Per Inch
PROOFS: Simple Print
INK DENSITY: 100% MAXIMUM

TWO COLOR: Black & 1 Other Color
 All PMS colors will be converted to CMYK
SCREEN: 175 Line Per Inch
PROOFS: Color Laser or equivalent
INK DENSITY: 160% MAXIMUM

FOUR COLOR: Process Colors Only
SCREEN: 175 Lines Per Inch
PROOFS: Color Laser or equivalent
INK ROTATION: Cyan (down first), Black, Magenta and Yellow (down last)
INK DENSITY: 300% Maximum Overall. (Limit of one solid). 60% Black, 90% Cyan, 75% Magenta, 75% Yellow

GENERAL INFORMATION

- Printed By Offset Lithography
- Binding: Saddle Stitch
- Magazine Trimmed Size: 8" x 10-7/8"
- Columns Per Page: 3 2-1/4" PER COLUMN
- 140 Agate Lines Per Column (10")
- LIVE COPY AREA: 7" x 10"

SHIP ORDERS & MATERIALS

Attn: Advertising Department
SHOOTING INDUSTRY MAGAZINE
 12345 World Trade Drive • San Diego, CA 92128