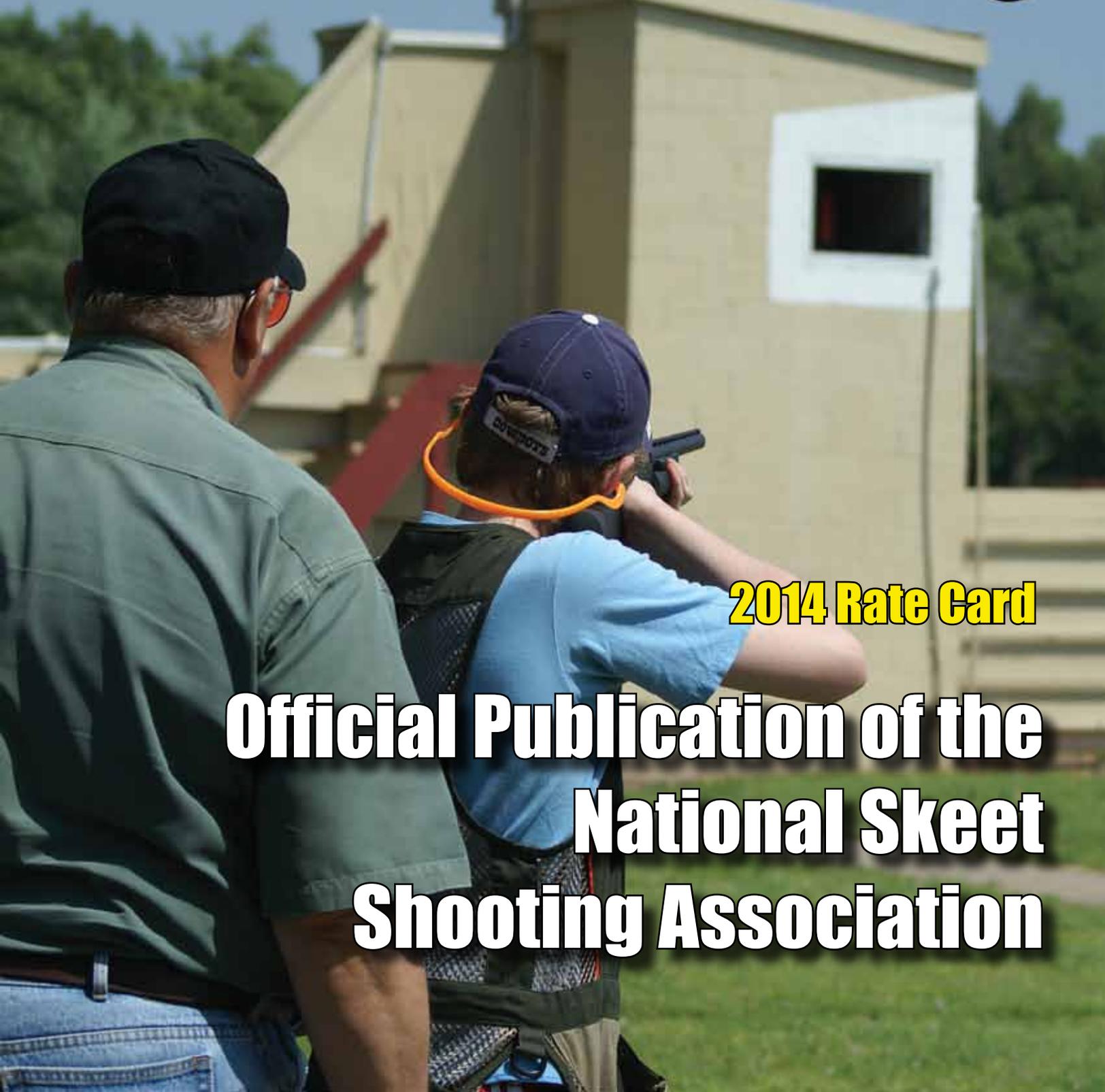


Skeet Shooting

REVIEW



2014 Rate Card

**Official Publication of the
National Skeet
Shooting Association**

Table of Contents

Overview & Contact Information	2
Editorial & Advertising Deadlines	3
Rates	4
Mechanical & Printing Specifications	5
Advertising Contract Regulations	6
Records Annual/Event Programs	7
2014 Editorial Calender	8

Overview & Contact Information

As the official publication of the National Skeet Shooting Association, *Skeet Shooting Review* reaches 800 clubs and affiliated associations and more than 14,000 shooting enthusiasts. Your advertising will effect shooters with interest in hunting game birds, water fowl and large game as well as shooting skeet. Several ways are available to advertise in the *Skeet Shooting Review*.

Display - Prime advertising space surrounding editorial and shoot reports.

GunWorks - A special section with super 6-12 month rates. Send in camera-ready or let us create an ad just for you.

Traphouse - The classified ad section proven to move guns and related shooting equipment quickly and efficiently.

Monthly issues contain important information on upcoming tournaments, instructional editorial by experts in the field and results of all registered shoots. *Skeet Shooting Review* is published monthly with three additional publications a year, *Records Annual*, *World Skeet Shooting Program* and *National Sporting Clays Program*.

Advertising Office:

Kris Hampton
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Cathy Smith
210-863-5063
210-855-9896
cathy@synergymanda.com

Send Insertion Orders to:
Synergy Marketing & Advertising
5931 Roft Road
San Antonio, TX 78253

Ship Materials to:
Skeet Shooting Review
5931 Roft Road
San Antonio, TX 78253
ssr@nssa-nasca.com
210-688-3371 x 129 office 210-688-3632

SKEET SHOOTING REVIEW

2014 Editorial & Advertising Deadlines

Issue	Stories & Columns	Ad Space Closing	Camera Ready Ads	Mail Date
Jan	Dec 2	Dec 2	Dec 3	Dec 20
Feb	Jan 2	Jan 2	Jan 6	Jan 24
Mar	Feb 3	Feb 3	Feb 4	Feb 21
Apr	Mar 3	Mar 3	Mar 10	Mar 28
May	Apr 2	Apr 2	Apr 7	Apr 22
June	May 2	May 2	May 5	May 23
July	June 2	June 2	June 10	June 27
Aug	July 2	July 2	July 8	July 24
Sept	Aug 1	Aug 1	Aug 12	Aug 29
Oct	Sept 2	Sept 2	Sept 9	Sept 26
Nov	Oct 1	Oct 1	Oct 7	Oct 24
Dec	Nov 3	Nov 3	Nov 11	Nov 28
Jan '15	Dec 3	Dec 3	Dec 9	Dec 26
Records Annual		Feb 28	Mar 4	Mar 14

Deadlines for World Skeet Program & National Championship Program are found on pages 9 & 10.

Rates

DISPLAY

B & W Rates	1x	3x	6x	12x	18x	24x
One Page	\$995	\$945	\$896	\$846	\$826	\$796
2/3 Page	\$750	\$713	\$675	\$638	\$623	\$600
1/2 Page	\$575	\$546	\$518	\$490	\$477	\$460
1/3 Page	\$395	\$375	\$356	\$336	\$328	\$316
1/4 Page	\$310	\$295	\$279	\$264	\$247	\$238
1/6 Page	\$215	\$204	\$194	\$183	\$179	\$173
Per Column Inch		\$39	\$34	\$32	\$30	\$28

2 Color Rates (colors limited to black, cyan, magenta or yellow)

Add 25% to cost of black & white ad of same size

4 Color Rates	1x	3x	6x	12x	18x	24x
One Page	\$1490	\$1416	\$1341	\$1267	\$1237	\$1192
2/3 Page	\$1145	\$1088	\$1031	\$973	\$950	\$916
1/2 Page	\$870	\$827	\$783	\$740	\$722	\$696
1/3 Page	\$690	\$656	\$621	\$587	\$573	\$552
1/4 Page	\$560	\$532	\$504	\$476	\$465	\$448
1/6 Page	\$464	\$442	\$419	\$395	\$384	\$370

Cover Rates	1x	3x	6x	12x
2nd	\$2010	\$1960	\$1910	\$1850
3rd	\$1930	\$1881	\$1834	\$1775
4th	\$2070	\$2018	\$1967	\$1905

Bleed: No Additional Charge

GUNWORKS

B & W	1x	6x	12x	24x	Dimensions
One Page	\$725	\$653	\$616	\$580	7 1/4" x 9 3/4"
1/2 Page	\$415	\$374	\$353	\$332	7 1/4" x 4 3/4" OR 3 1/2" x 9 3/4"
1/4 Page	\$215	\$193	\$183	\$172	3 1/2" x 4 3/4"
4 Color	1x	6x	12x	24x	
One Page	\$1087	\$979	\$924	\$870	
1/2 Page	\$627	\$565	\$533	\$502	
1/4 Page	\$387	\$348	\$330	\$310	

TRAPHOUSE CLASSIFIED

Word.....50¢ per word with a minimum of 24 words.

Border.....\$35 per inch with a maximum of 50 words/inch.

Payable in advance. No refunds made if cancelled after closing date.

RATES FOR PRE-PRINTED INSERTS

Prices quoted on request with mock-up to the exact size of fold of the insert.

PRODUCTION RATES

Professional ad production services are available through *Skeet Shooting Review*. Typesetting charges will be made on black and white ads that do not arrive camera-ready. Logo or photo preparation will be billed in addition to typesetting charges.

	Display	Gunworks		Display	Gunworks
One Page	\$150	\$80	2/3 Page	\$125	\$60
1/2 Page	\$75	\$50	1/3 Page	\$60	\$40
1/4 Page	\$50	\$30	1/6 Page	\$35	
Per column inch	\$25				

Mechanical & Printing Specifications

ELECTRONIC

- Prefer high resolution PDF files, but will accept ads created in Adobe InDesign, QuarkXPress, Adobe Photoshop and Adobe Illustrator. Include all fonts, photos and graphics.
- Files to be prepared on PC platform, supplied on CD or DVD or emailed to ssr@nssa-nasca.com.
- All files must be prepared as CMYK, 150 line screen and include all postscript fonts, Tiff and EPS files.
- All photos must be scanned at 300 dpi.
- A high quality 4/c digital proof must accompany all files.

4 COLOR / 2 COLOR

- Right reading, emulsion side down.
- 150 line screen.
- Maximum dot density 300% (no more than one color may be solid).
- Recommended dot range is 5% highlight to 95% shadow.
- 20 to 25% dog gain on web press must be taken into account when preparing film.
- The final furnished dot size should be 5% sharper than the dot size on proofs.
- Supply color corrected screened film negatives to size.
- Film is to be supplied in one piece per color and have center-line register marks.
- One set of proofs is required. *Skeet Shooting Review* will not be held responsible for color reproduction when digital or no proofs are supplied.
- Standard web offset inks should be used in proofing.

BLACK AND WHITE

- Right reading, emulsion side down.
- Highlight areas must be 5% minimum, 10% maximum.
- Shadow areas must not exceed 80%.
- 150 line screen.
- Screen tints must be a minimum of 5% and a maximum of 80%.
- One high quality laser should accompany all negatives.

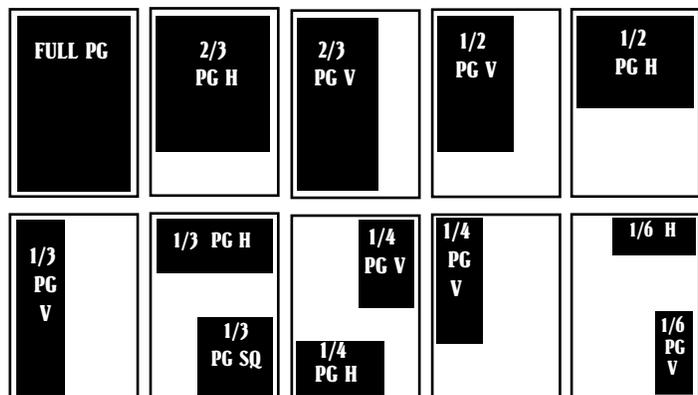
PRINTING/BINDING

- Web Press
- Saddle Stitch

DIMENSIONS

Full Page Bleed	8 3/5" x 11 3/5"
Full Page	7 1/4" x 9 3/4"
2/3 Page (V)	4 3/4" x 9 3/4"
2/3 Page (H)	7 1/4" x 6 1/4"
1/2 Page (V)	4 3/4" x 7"
1/2 Page (H)	7 1/4" x 4 3/4"
1/3 Page (V)	2 1/4" x 9 3/4"
1/3 Page (H)	7 1/4" x 3"
1/3 Page (SQ)	4 3/4" x 4 3/4"
1/4 Page (V)	2 1/4" x 7"
1/4 Page (V)	3 1/2" x 4 3/4"
1/4 Page (H)	4 3/4" x 3 1/2"
1/6 Page (V)	2 1/4" x 4 1/4"
1/6 Page (H)	4 3/4" x 2 1/4"

Trim 8 1/4" x 10 7/8" • Keep all copy 3/8" from trim edge.



Advertising Contract Regulations

- No cancellations or changes accepted after closing dates. No allowance will be made for errors in key number or in late copy. When change of copy is not received by closing date, copy run in previous issues will be inserted.
- Advertiser and / or its agency is liable for contents of published advertisement and assumes responsibility for any and all claims made.
- Copy and photos are subject to publisher's approval. Publisher reserves the right to refuse material not consistent with the publication's quality or for any other reason.
- To guarantee ad position a 10% charge will be added, otherwise ad position is at the discretion of the publisher. A reasonable effort will be made to comply with advertiser's preference.
- Verbal agreements must be followed by a written confirmation from the advertiser.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as clerical error, and publication is made and charged for at the rates in effect at the time of publication without further notice.

TERMS OF PAYMENT

- Net payment is due 30 days after invoice date. Payment is overdue 31 days after invoice date. Accounts not paid within 30 days will be charged 1 1/2 % interest per month, not to exceed 18% annual.
- Publisher reserves the right to hold advertiser and / or its agency liable for payment due and for expenses incurred in collection. Cancellation of space contract by advertiser or its agency forfeits the right to position protection and / or contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold. **VERBAL CANCELLATION MUST BE FOLLOWED IN WRITING TO GUARANTEE CANCELLATION, OTHERWISE ADVERTISER AND / OR ITS AGENCY WILL BE BILLED FOR INSERTION.**
- Recognized advertising agencies supplying camera ready material qualify for a 15% commission. Commission does not apply to production charges.
- Non-camera ready advertising will be billed at the gross rate plus non-commissioned production charges.
- Advance payment required with insertion order unless credit has been established. Once three insertions have been prepaid, advertiser will be set up as a credit account and will be billed for any future advertising.
- Rates are subject to change at any time, but are guaranteed for multiple run advertisers up to 12 months.

FREQUENCY DISCOUNTS

- Earned rates are based on the total number of full or fractional page units run within any 12-month cycle from first insertion. Contracts cancelled prior to fulfillment will be short-rated to the best earned frequency rate; contracts increased will be credited for the difference on the next following invoice.
- Insertions in the World Skeet Championship Program, Sporting Clays National Programs and Records Annual DO NOT count toward earned rates for frequency discount.

Records Annual

The official report of the 2013 skeet shooter's scores. With more than 200 pages of important score information, this issue is used by skeeters throughout the year as a ready-reference of gun clubs, competitor's scores, world records and All-American teams. It is distributed to all NSSA clubs and is available to all members of the NSSA.

ADVERTISING RATES & PAGE DIMENSIONS

Size	Dimensions	B & W	Typeset
1 Page	7 1/4" x 9 3/4"	\$992	\$150
2/3 Page	4 5/8" x 9 3/4"	\$705	\$125
1/2 Page	4 3/4" x 7 1/4"	\$552	\$75
1/3 Page	2 1/4" x 9 3/4"	\$384	\$60
	7 1/4" x 3"	\$384	\$60
	4 3/4" x 4 3/4"	\$384	\$60
1/4 Page	4 3/4" x 3 5/8"	\$278	\$50
1/6 Page	4 3/4" x 2 1/4"	\$184	\$35
Per Column Inch		\$39	\$25

Bleed: No additional charge. Measurements should be 8 3/5" x 11 3/5".

Covers	2nd	3rd	4th
Black & White	\$1169	\$1017	\$1229
Four Color	\$2061	\$1912	\$2105

ADVERTISING DEADLINE

Space Closing.....	February 28, 2014
Camera-Ready Ads.....	March 4, 2014
Drop Date.....	March 14, 2014

Championship Programs

WORLD SKEET PROGRAM - (EVENT DATE: SEPT. 26 - OCT. 3)

This program promotes the biggest tournament of the year where more than 1000 shooters and vendors meet at the National Shooting Complex. It is available online the end of July with additional programs distributed at the Championship

NATIONAL SPORTING CLAYS PROGRAM - (EVENT DATE: OCT. 21 - 26)

This program is available online the end of August with additional programs available at the Championship.

RATES & PAGE DIMENSIONS

Page	Dimensions (wxh)	B/W	4C	Typeset
Full Page Bleed	5 3/4" x 9 1/4"	\$506	\$940	\$75
Full Page	4 5/8" x 7 1/2"	\$506	\$940	\$75
1/2 Page (H)	4 5/8" x 3 1/2"	\$288	\$790	\$45
1/2 Page (V)	2 1/8" x 7 1/2"	\$288	\$790	\$45
1/3 Page (H)	4 5/8" x 2 1/4"	\$218	N/A	\$30
1/3 Page (V)	2 1/8" x 5"	\$218	N/A	\$30
1/4 Page (H)	4 5/8" x 1 3/4"	\$146	N/A	\$20
1/6 Page (V)	2 1/8" x 3 3/4"	\$146	N/A	\$20

Bleed: Should measure 5 3/4" x 9 1/4" (Trim size is 5 3/8" x 8 3/8").

Covers	2nd	3rd	4th
Four Color	\$1217	\$1198	\$1329

World Skeet Championship Program Deadlines

Space Closing	June 27, 2014
Camera-Ready Ads	July 1, 2014

National Sporting Clays Program Deadlines

Space Closing	August 1, 2014
Camera-Ready Ads	August 8, 2014

2014 Editorial Calendar

* schedule is subject to change without notice

JANUARY

400x400; 500x500 Listing
League & Sweepstakes Results

FEBRUARY

2013 High Average Leaders
Top 100 Shoots of 2013

MARCH

All-American Teams
High Volume Shooters

APRIL

Honor Squad
High Volume Leaders

MAY

Shot Show Product Review
All-American Profiles

JUNE

Master's Results
All-American Profiles
Spring Shoots Results

JULY

Top Shoots Results

AUGUST

Top Shoots Results
State Shoot Results

SEPTEMBER

Junior World Results
Top State Shoots

OCTOBER (on-grounds issue for World Shoot)

Hall of Fame Inductees
Major Shoot Results
Zone Results

Bonus Distribution:

World Championship

Bonus Distribution:

National Sporting Clays Championship

NOVEMBER

Zone & State Results
U.S. Open Skeet Results

DECEMBER

World Skeet Championship
& Mini World Results