



2017 Precision Rifleman Magazine Advertising Rate Sheet

SIZE	PRICE/MO
Full Page	\$300.00
1/2 page (2 or 3 column)	\$175.00
1/3 page (1 or 2 column)	\$125.00
1/4 page (1 or 2 column)	\$100.00
1/6 page (1 or 2 column)	\$75.00
COVERS	
Inside Front	\$350.00
Inside Rear	\$350.00
Outside Back	\$350.00

DEADLINES:		
ISSUE		
January	1-Dec	*IF THE 1st FALLS ON A WEEKEND OR HOLIDAY, THE DEADLINE WILL BE ON THE FOLLOWING BUSINESS DAY.
February	1-Jan	
March	1-Feb	
April	1-Mar	
May	1-Apr	
June	1-May	All Advertising space orders, copy & materials must be received by the deadlines stated for the specific issue.
July	1-Jun	
August	1-Jul	
September	1-Aug	
October	1-Sep	
November	1-Oct	
December	1-Nov	
Publishing Date: 1st of preceding month.		

Market: Precision Rifleman is a monthly magazine devoted to benchrest shooting and incorporates group, score and long range disciplines. The subscriptions are sent to the members of the National Bench Rest Shooters Association, a non profit educational organization which has a national presence. Precision Rifleman is the only magazine exclusive to the benchrest sport and as such holds a unique market loyalty among its members.

DETAILS:

All ads must be **prepaid** by the deadline posted to run. 2017 Special: Prepay 11 months, get the 12th month free.
 All ads are in full-color; there is no discount for B&W.
 Specific placement is available subject to availability & Editorial approval.

Precision Rifleman Magazine Advertising Rate Sheet Continued...

MECHANICAL REQUIREMENTS:

Computer-to-Plate publication. **Cover & body** are printed on 80# glossy text with saddle-stitch binding.

Format ads on CD, PDF, .TIF, .EPS, .JPG preferred with 300 dpi. Graphic assistance is available for \$75/hour additional charge.

Ad sizes are based on 3-column format.

We are only responsible for the accurate output of the digital ad submitted.

Although we will make every effort to correct deficiencies such as typos & bad scans prior to print, we will not take responsibility for receipt of deficient ads received.

SIZES:

Page	Pixel Width	Pixel Height
Full Page	2250	3000
1/2 Page Horizontal	2250	1500
1/2 Page Vertical	1463	2250
1/3 Page Vertical	713	3000
1/3 Page Horizontal	2250	1000
1/4 Page Vertical	713	2000
1/4 Page Horizontal	1463	1000
1/6 Page Vertical	713	1500
1/6 Page Horizontal	1463	750

*pixels calculated at 300 dpi.

CONTRACT & COPY REGULATIONS

All verbal instructions must be confirmed in writing before print deadlines.

Editor reserves the right to reject advertising copy deemed objectionable, misleading, not in the best interest of the subscribers, or derogatory in nature.

Editor assumes no liability if it becomes necessary to omit an advertisement.

MAILING INSTRUCTIONS

Email of advertising orders are preferred. Please forward all required documents to: nancyjoj12@gmail.com

If mailing materials, please send these to : NBRSA, 544 N. Buys Rd, Muskegon MI 49445. Phone: 231-519-2822.

Payments for advertising should be sent to NBRSA, P.O. Box 349, Concord VA 24538. Phone: 434-993-9201.