



ADVERTISING RATE INFORMATION

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EDITORIAL and ADVERTISING - an IDEAL COMBINATION

FRONT SIGHT magazine offers you the ideal combination of an advertising climate that is supported by editorial content, and a high degree of reader interest. Its targeted audience cannot be found elsewhere. All of this makes *FRONT SIGHT* a magazine that works harder for your advertising dollar.

Issue and Closing Dates

Published 6 times per year

Issue	Reservation Due	Material Due
January/February	Nov. 1	Nov. 10
March/April	Jan. 1	Jan. 10
May/June	March 1	March 10
July/August	May 1	May 10
September/October	July 1	July 10
November/December	Sept. 1	Sept. 10

Cancellations cannot be processed after the material due date.

Two column
 Black & White - \$640
 4-Color - \$790
 4 5/8 x 9 1/2 inches
 ACTUAL SIZE

Full page - 7 x 9 1/2 inches
 Black & White - \$910
 4-Color inside - \$1160
 4-Color inside cover - \$1325
 4-Color back cover - \$1340



EDITORIAL SUPPORT for your ADVERTISING

FRONT SIGHT Magazine features an editorial package designed to bring the readers up-to-date on what is happening in practical shooting.

Readers get the latest information on advances in equipment, shooting techniques, firearms safety, and match information from all across the United States and the world.

FRONT SIGHT is the single best source of in-depth practical shooting information for the new shooter and the veteran competitor.

One column
 2 1/4 x 9 1/2 inches
 Black & White - \$330
 4-Color - \$460
 ACTUAL SIZE

AD COPY PREPARATION: Camera-ready ads are required. Some ad copy can be set up in-house at a set-up fee of \$50 per hour with a \$50 minimum charge. Minimum requirement is laser-printed copy for black-and-white text-only ads. We cannot guarantee the reproduction quality of laser-printed photographs, therefore no refunds will be given on such ads. Typewritten, dot-matrix printer, and ink-jet printer ad copy is NOT accepted. Professionally prepared ads are preferred and should be screened at 133 lines per inch for black-and-white (150 lines per inch for color ads). Ad sizes that do not conform to predefined measurements will be charged a 25 percent surcharge.

DIGITAL ADS: We accept PC-formatted TIFF images, but they must be at least 300 dpi and converted to CMYK format if they are color.

AD PLACEMENT: *FRONT SIGHT* does not guarantee that ads will be placed on a particular page or position within the magazine.

PRE-PAY DISCOUNT: Advertisers may take a 10 percent discount if payments are submitted by the material due date for each issue (See other side). VISA/MasterCard accepted.

LATE CHARGE: Ads received after the material due date will be charged a late fee of \$25. Ads received after the deadline may be refused at our discretion.

Half page
Black & White - \$510
4-Color - \$625
7 x 4 5/8 inches
ACTUAL SIZE

**Publication Dates are: January 1, March 1,
May 1, July 1, September 1, November 1.**

One-quarter column
Black & White - \$100
4-Color - \$125
2 1/4 x 2 1/4 inches
ACTUAL SIZE

One-third page
Black & White - \$330
4-Color - \$460
4 5/8 x 4 5/8 inches
ACTUAL SIZE



Half column
Black & White - \$170
4-Color - \$215
2 1/4 x 4 5/8 inches
ACTUAL SIZE

TRIM SIZE
8 1/4 x 10 3/4

FULL BLEED
8 1/2 x 11