

FRONT SIGHT

The Official Journal of the United States Practical Shooting Association/IPSC

2008 SPACE RESERVATION

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Here are space reservation instructions for the following issues: (Please check appropriate boxes)

Jan/Feb Mar/Apr May/June July/Aug Sept/Oct Nov/Dec Annual Issue

Size of ad _____ at the rate of \$ _____ per insertion.
(Initial Insertion must be accompanied by payment.)

Company _____

Company Representative _____ Phone # _____

Address _____

Email: _____

City _____ State _____ Zip _____

By: Ad Agency Advertiser

The above information is for the purpose of obtaining services and/or credit and is warranted to be true. I agree to pay all charges in accordance with the terms of sale as specified on the invoices and further agree that any past due balance may be subject to a 1-1/2% per month (18% per annum) service charge on any unpaid portion. In the event my account is referred to an attorney for collection I promise and agree to pay Seller's attorney's fees and collection costs, even though no suit or action is filed. However, if a suit or action is filed, the amount of such reasonable attorney's fees shall be fixed by the court or courts in which the suit or action, including any appeal therein, is heard, tried or decided. It is agreed that venue is in the state of Washington. Signature hereby authorizes credit investigation. I further agree to the conditions stated below with regard to any full-page 4/color ad.

Date _____ Authorized Signature _____

AD SIZES AND RATES:

One-Quarter Column - 2-1/4 x 2-1/4"	
Black & White	- \$100
4/Color	- \$125
One-Half Column - 2-1/4 x 4-5/8"	
Black & White	- \$170
4/Color	- \$215
One Column Vertical - 2-1/4 x 9-1/2"	
Black & White	- \$330
4/Color	- \$460
One-Third Page - 4-5/8 x 4-5/8"	
Black & White	- \$330
4/Color	- \$460
Two Column Vertical - 4-5/8 x 9-1/2"	
Black & White	- \$640
4/Color	- \$790
One-Half Page - 7 x 4-5/8"	
Black & White	- \$510
4/Color	- \$625
Full Page - 7 x 9-1/2"	
Black & White	- \$910
4 Color Inside	- \$1160
Inside Cover	- \$1325
Back Cover	- \$1340

Ad sizes that do not conform to predefined measurements will be charged 25% surcharge.

Front sight does not guarantee that ads will be placed on a particular page or position within the magazine.
We cannot guarantee insertion unless material is received by the deadline.

DEADLINES:

ISSUE RES. DUE		MATERIAL DUE
Jan/Feb	Nov. 1	November 10
Mar/Apr	Jan. 1	January 10
May/Jun	Mar. 1	March 10
July/Aug	May 1	May 10
Sept/Oct	July 1	July 10
Nov/Dec	Sept. 1	September 10

We must have a signed insertion order before we can run any full-page 4/color ad. All full-page 4/color ads will be run for the full year (six issues); any ad changes must be received before the deadline or the old ad will be run. You will be responsible for payment in full for all ads run. LATE CHARGE: Ads received after the material due date may be charged a late fee of \$25. Ads received after the deadline will not be accepted.