



ADVERTISING RATE INFORMATION

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EDITORIAL and ADVERTISING - an IDEAL COMBINATION

FRONT SIGHT magazine is the World's foremost publication on competitive Practical Shooting. As such, it has the ear of trainers, competitors, and decision-makers worldwide. Its targeted audience cannot be found elsewhere. That advertising climate enjoys a high degree of reader interest, helping you focus your advertising dollars on the people you most want to influence. All of this makes *FRONT SIGHT* a magazine with outsized advertising impact.

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 - \$710
 4-Color - \$885
 4 5/8 x 9 1/2 inches
 ACTUAL SIZE

Full page - 7 x 9 1/2 inches
 Black & White - \$1000
 4-Color inside - \$1265
 4-Color inside cover - \$1460
 4-Color back cover - \$1500



EDITORIAL PROFILE

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 the people, events, equipment, and techniques that bear on Practical Shooting worldwide.

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 - \$370
 4-Color - \$510
 ACTUAL SIZE

AD COPY PREPARATION: Digital ads are required. Professionally prepared ads are preferred. However, we can help prepare ads in-house at a set-up fee of \$50 per hour with a \$50 minimum charge. All digital ads must be at least 300 dpi and converted to CMYK format if they are color. We prefer the .pdf, .jpg, or .tif format, formatted for a PC.

NON-STANDARD SIZES: Ad sizes that do not conform to predefined measurements will be charged a 25 percent surcharge.

USPSA/SCSA MATCHADS:

Qualifying ads must contain the USPSA or SCSA logo, and refer to a USPSA or SCSA match.

Level III (Major Tournaments, Area Championships): may run one half-page ad free, and a second ad at half price, full price thereafter.

Level II (State and Sectional USPSA or SCSA championships): may run one half page ad at half-price, full price thereafter. Note: State and Sectional USPSA championships MUST be Level II or higher.

Level I (USPSA approved or recognized): may run one match ad at 25 percent off, full price thereafter.

NON-USPSA/SCSA MATCHADS:

Ads promoting non-USPSA/SCSA contests, and "Thank-You" ads pay full price.

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 - \$560
4-Color - \$700
7 x 4 5/8 inches
ACTUAL SIZE

Publication Dates are: Jan. 1, Mar. 1, May 1, July 1, Sept. 1, Nov. 1.

Distribution Timing: We plan for each issue to arrive in reader's mailboxes during the first week of the on-sale month. I.E. Jan. 1-7, Mar 1-7, etc.

One-quarter column
Black & White - \$110
4-Color - \$140
2 1/4 x 2 1/4 inches
ACTUAL SIZE

One-third page
Black & White - \$370
4-Color - \$510
4 5/8 x 4 5/8 inches
ACTUAL SIZE



Half column
Black & White - \$190
4-Color - \$235
2 1/4 x 4 5/8 inches
ACTUAL SIZE

TRIM SIZE
8 1/4 x 10 3/4

"LIVE AREA"
7 3/4 x 10 1/4

FULL BLEED
8 1/2 x 11