

FRONT



SIGHT™

THE OFFICIAL JOURNAL OF THE UNITED STATES PRACTICAL SHOOTING ASSOCIATION / IPSC

2011 SPACE RESERVATION

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

Size of ad _____ at the rate of \$ _____ per insertion.

Company _____

Company Representative _____ Phone # _____

Address _____ Email: _____

City _____ State _____ Zip _____

By: Ad Agency (agent name) _____ 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	- \$110
4/Color	- \$140
One-Half Column - 2-1/4 x 4-5/8"	
Black & White	- \$190
4/Color	- \$235
One Column Vertical - 2-1/4 x 9-1/2"	
Black & White	- \$370
4/Color	- \$510
One-Third Page - 4-5/8 x 4-5/8"	
Black & White	- \$370
4/Color	- \$510
Two Column Vertical - 4-5/8 x 9-1/2"	
Black & White	- \$710
4/Color	- \$885
One-Half Page - 7 x 4-5/8"	
Black & White	- \$560
4/Color	- \$700
Full Page - 7 x 9-1/2"	
Black & White	- \$1000
4 Color Inside	- \$1265
Inside Cover	- \$1460
Back Cover	- \$1500

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
Mar/Apr	Jan. 1
May/Jun	Mar. 1
July/Aug	May 1
Sept/Oct	July 1
Nov/Dec	Sept. 1

We must have a signed insertion order before we can run any full-page 4/color ad. 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.