

Chips-n-Ricochets

ADVERTISING RATES AND POLICIES

Effective January 1, 2013



JOIN OUR WINNING TEAM AND BE PART OF A WIN-WIN SOLUTION!

PUBLICATION SPECIFICATIONS

Publication Size: 8 1/2" x 11"
 Format: 2 Column
 Color: Black & White, Halftones, Full Color
 Circulation:
 6000 Individuals & 20,000 Club Members

ADVERTISING DEADLINES

	<u>With Proof</u>	<u>No Proof</u>
Camera Ready	2 Weeks Prior	1 Week Prior
We Design	3 Weeks Prior	2 Weeks Prior

ADVERTISING RATES AND SPECIFICATIONS

Ad Size	Ad Dimensions	4 Issue Rate	Single Issue Rate	Add Color Per Issue
Center Spread Two Full Pages*	16.50" x 10.75"	\$ 3600.00	\$ 1170.00 per issue	\$ 600.00 per issue
Inside Front or Back Full Page	8.25" x 10.75"	\$ 1800.00	\$ 585.00 per issue	\$ 300.00 per issue
Other Full Page	8.25" x 10.75"	\$ 1600.00	\$ 520.00 per issue	\$ 300.00 per issue
Half Page - Horizontal	8.25" x 5.40"	\$ 800.00	\$ 260.00 per issue	\$ 175.00 per issue
Half Page - Vertical	4.15" x 10.75"	\$ 800.00	\$ 260.00 per issue	\$ 175.00 per issue
1/4 Page	4.15" x 5.40"	\$ 400.00	\$ 130.00 per issue	\$ 125.00 per issue
1/8 Page	4.15" x 2.70"	\$ 200.00	\$ 65.00 per issue	\$ 100.00 per issue
Business Card	3.50" x 2.00"	\$ 160.00	\$ 52.00 per issue	\$ 75.00 per issue
Classified Ads	4 Lines Max	\$ 60.00	\$ 20.00 per issue	Color Not Available
Full Page Insert (1 sided)	8.25" x 10.75"	Ask for Quote		
Full Page Insert (2 sided)	8.25" x 10.75"	Ask for Quote		

*Includes Gutter

— Payment Must Be Submitted With Ad Copy —

Rates are discounted for advertisers who commit to placing advertising in 4 consecutive issues. All ad copy is subject to approval for appropriate content.

REACH YOUR TARGETED MARKET AND
 SUPPORT THE STATE ASSOCIATION THAT
 WORKS TO PROTECT YOUR SECOND
 AMENDMENT RIGHTS BY ADVERTISING IN THE
 QUARTERLY NEWSLETTER,
 CHIPS-N-RICOCHETS

Kansas State Rifle Association
 P. O. Box 219
 Bonner Springs, KS 66012

(913) 608-1910

PUBLICATION DATES

- January 1
- April 1
- July 1
- October 1



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WEBSITE: www.ksraweb.org