

The New GUN WEEK

RATE CARD Number 35A
Effective October 15, 2009

All rates subject to a 15% two publication discount off earned frequency, when combined with Women & Guns

A Publication of the Second Amendment Foundation Periodical Group

Since 1966, America's First Newspaper for Firearms Activists and Influentials

	1 Issues	3 Issues	12 Issues	24 Issues
Full Magazine Page, B&W	907.00	880.00	825.00	770.00
1/2 Page Magazine, B&W	495.00	467.00	425.00	385.00
1/3 Page Magazine, B&W	357.00	330.00	302.00	275.00
1/6 page magazine, B&W	192.00	176.00	158.00	137.00
PER INCH, B&W	33.00	30.00	28.00	26.00
JUMBO Tabloid Page, B&W	\$1,600.00	\$1,500.00	\$1,400.00	\$1,300.00
Full Magazine Page, 4/color	1,500.00	1,450.00	1,375.00	1,200.00
1/2 Page Magazine, 4/color	1,100.00	1,050.00	975.00	900.00
1/3 Page Magazine, 4/color	900.00	875.00	825.00	775.00
Full Magazine Page, 2/color	1,155.00	1,100.00	1,017.00	935.00
1/2 Page Magazine, 2/color	715.00	687.00	649.00	550.00
1/3 Page Magazine, 2/color	577.00	550.00	495.00	467.00

TERMS: Gross rate shown. 5% cash - 15 Days; Net - 30 Days.

All advertising payable on receipt of billing. A 1-1/2% Monthly Service Charge will be added to all past due balances 30 days after billing.

MINIMUM DISPLAY SPACE ACCEPTED: 1 column x 3". All ads smaller than 3" will display in the Shooter's Illustrated Guide section.

Advertising Policy

Acceptance of copy subject to publisher's approval. Publisher reserves the right to edit advertising copy. Advertising is accepted with the understanding that the advertiser or his agency agrees to indemnify the publisher and publication(s) against any claims or expenses resulting from the unauthorized use of any name, photograph, copyrighted material or patented article in said advertiser's advertisement.

The publisher's responsibility for errors is limited to the corrected publication of that portion of any advertisement which is incorrectly inserted.

Political Advertising

Ads of political nature are accepted on a prepaid basis only and are subject to Publisher's approval.

MECHANICAL REQUIREMENTS

FULL PAGE 30", 10" x 8" (4 col. x 8") or 7 1/2" x 10" (3 col. x 10")

1/2 PAGE 15", 7 1/2" x 5" (3 col. x 5") or 5" x 10" (2 col. x 10")

1/3 PAGE 10", 5" x 5" (2 col. x 5") or 2 1/4" x 10" (1 col. x 10")

1/6 PAGE 2 1/4" x 5" (1 col. x 5") or 5"x2 1/2" (2 col. x 2 1/2")

JUMBO TABLOID PAGE 10" wide by 16" high

HALF-TONE SCREEN: minimum 200 dpi, maximum 300 dpi.

PRINTING METHOD: ROP Web Offset

AD SUBMISSIONS: Ads may be submitted in a variety of electronic forms, in either MAC or PC format. Preferred format is as a print ready PDF file. **FTP available, call or email for instructions. Please name file with client name and insertion date. Ads deleted after 180 days unless new order received.**

PRODUCTION CHARGES: Extra mechanical work required will be billed at net trade rates.

COPY DEADLINES: Gun Week gives you the shortest time lapse between copy preparation and delivery of the advertisement.

2010 SPECIAL EDITORIAL CALENDAR:

Below are Gun Week's special focus issues for 2010. For detailed information on these issues, and complete 2010 editorial calendar, please see next page.

ISSUE	FOCUS	DEADLINE
Jan. 15, 2010	SHOT Show	Dec. 15, 2009
Feb. 15, 2010	Bang for Buck	Jan. 12, 2010
Mar. 15, 2010	New Firearms Parade	Feb. 16, 2010
Apr. 15, 2010	New Ammo Parade	Mar. 15, 2010
May 15, 2010	NRA Convention	Apr. 13, 2010
June 15, 2010	Muzzle Loading	May 11, 2010
July 15, 2010	National Match	June 15, 2010
Aug. 15, 2010	Shotgun Sports	July 13, 2010
Sept. 15, 2010	Hunting	Aug. 187, 2010
Oct. 15, 2010	Handgunning	Sept. 154, 2010
Nov. 15, 2010	Holiday Gift Guide	Oct. 12, 2010
Dec. 15, 2010	Year End Review	Nov. 16, 2010

Paid subscribers and newsstand distribution—18,000. Subscription Price: \$35.00 per year: US Single copy newsstand: \$3.00 US. 81,000 readers per issue.

Advertising Sales Representation:

Bob Cole

30001 G Street • Ocean Park WA 98640
Ph. (360) 665-0542 • Fax (360) 665-0543
email: bobcole@centurytel.net



ON-LINE: GUNWEEK.COM

**The Second Amendment
Foundation Periodical Group
267 Linwood Avenue
Buffalo NY 14209
Ph. 716-885-6408 • Fax 716-884-4471
Email: safpubads@verizon.net**

The New GUN WEEK

2010 EDITORIAL CALENDAR

Gun Week is published 24 times a year, dated on the first and fifteenth of each month. Issues are mailed to insure delivery to subscribers no later than cover date; however, most subscribers receive issues well before cover date.

Gun Week has been the source newspaper for gunowners and the firearms industry since 1966. Throughout more than 40 years of reliably providing the firearms community's legislative, judicial and product information needs, our experience tells us it impossible to provide an exact editorial calendar for all 24 issues of the year. After all, we focus on news.

However, we can guide our marketing and public relations partners in the industry to the 12 special issues of the year, most of which offer full-color editorial and advertising pages.

<u>Issue Date</u>	<u>Ad & Copy Deadlines</u>	<u>Issue Date</u>	<u>Ad & Copy Deadlines</u>
Jan. 01, 2010	Nov. 24, 2009	July 01, 2010	May 25, 2010
Jan. 15, 2010*	Dec. 15, 2009	July 15, 2010*	June 15, 2010
<p>*Our annual SHOT Show Preview issue delivers a comprehensive advance look at new product introductions; plus bonus advance circulation to subscribers and store-front FFLs, and on the SHOT Show floor at the SAF booth.</p>		<p>*Target Shooting special issue with emphasis on precision rifles and handguns as well as the National Matches sponsored by NRA and CMP, with bonus circulation at Camp Perry.</p>	
Feb. 01, 2010	Dec. 29, 2009	Aug. 01, 2010	June 19, 2010
Feb. 15, 2010*	Jan. 12, 2010	Aug. 15, 2010*	July 13, 2010
<p>*'More Bang for a Buck' issue with how-to focus on AR-15 accessories and product groupings that help save and stretch shooters' and handloaders' money in a tough economy.</p>		<p>*Shotgun Sports issue focuses on clay target games, shotguns and ammo as well as upland, turkey and waterfowl hunting, with bonus distribution at the ATA's Grand American in Sparta, IL.</p>	
Mar. 01, 2010	Feb. 02, 2010	Sept. 1, 2010	July 30, 2010
Mar. 15, 2010*	Feb. 16, 2010	Sept. 15, 2010*	Aug. 17, 2010
<p>*New Firearms Parade issue with reports on the handguns, rifles and shotguns that debuted at the 2010 SHOT Show as inspected by the <i>Gun Week</i> staff and contributing editors.</p>		<p>*Hunting issue covers hunting rifles and handguns, sighting systems, essential hunting gear, including cutlery, ammo, footwear and clothing, with bonus circulation at many NHF Day events.</p>	
Apr. 01, 2010	Mar. 02, 2010	Oct. 1, 2010	Aug. 31, 2010
Apr. 15, 2010*	Mar. 16, 2010	Oct. 15, 2010*	Sept. 14, 2010
<p>*New Ammunition Parade issue with reports on the newest factory ammunition and shotshells introduced at the 2010 SHOT Show as well as the latest in handloading components and tools.</p>		<p>*Handgunning issue includes test reports of many new and classic handguns, ammo and holsters for hunting, self-defense and target shooting, with bonus circulation to store-front FFLs.</p>	
May 01, 2010	Mar. 30, 2010	Nov. 1, 2010	Sept. 28, 2010
May 15, 2010*	Apr. 13, 2010	Nov. 15, 2010	Oct. 12, 2010
<p>*NRA Annual Meetings issue includes advance highlights of the NRA Annual Meetings and Product Exhibits with bonus distribution to store-front FFLs and at the <i>Gun Week</i> booth on the NRA show floor.</p>		<p>*Holiday Gift Guide issue covers everything related to guns and the outdoors, including airguns, that will make-up popular shopping lists for veteran shooters and youthful newcomers.</p>	
June 01, 2010	Apr. 27, 2010	Dec. 01, 2010	Oct. 26, 2010
June 15, 2010*	May 11, 2010	Dec. 15, 2010*	Nov. 16, 2010
<p>*Dads and Grads issue with the focus on gun accessories and related outdoor gift purchases with bonus circulation at the NMLRA Spring National competitions in Friendship, IN.</p>		<p>*Year-End Review issue is one of the most popular and best read issues of the year because it recaptures all the events of importance to gunowners and the industry during 2010.</p>	