



2012 Print Advertising Rate Card

Effective November 1, 2011

All rates subject to 15% two-publication discount
when combined with space in *Women & Guns* magazine.

TheGunMag.com is a new monthly publication from the Second Amendment Foundation (succeeding *The New Gun Week*). The new monthly print edition of *TheGunMag.com* is available on newsstand and by subscription beginning January 2012.

Print Edition Ad Rates

	1 Issue	3 Times	6 Times	12 Times
Full Page, B&W	\$950	\$900	\$855	\$805
1/2 Page, B&W	\$515	\$485	\$460	\$435
1/2 Page Island, B&W	\$575	\$545	\$520	\$500
1/3 Page, B&W	\$370	\$350	\$330	\$310
1/4 Page, B&W	\$325	\$305	\$280	\$260
1/6 Page, B&W	\$200	\$190	\$180	\$170
Per Inch, B&W	\$35	\$33	\$32	\$30
Covers 2, 3, 4—4-color Bleed	\$1,625	\$1,550	\$1,475	\$1,400
Full Page, 4/color	\$1,500	\$1,425	\$1,350	\$1,275
1/2 Page, 4/color	\$1,100	\$1,045	\$990	\$935
1/3 Page, 4/color	\$900	\$855	\$810	\$765

TERMS: Gross rate shown. 15% agency commission. 5% cash - 15 Days; Net 30. For double truck ads—Multiply earned space charge by 2. 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"

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.

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 or TIF. We do not recommend the use of 4-color black in color ads, especially with small reverse type. Please contact us for details. 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: See editorial calendar. *TheGunMag.com* gives you the shortest time lapse between copy preparation and delivery of the advertisement.

2012 EDITORIAL CALENDAR

ISSUE	FOCUS	DEADLINE	ON SALE DATE
January 2012	SHOT Show	Nov. 28, 2011	Dec. 23, 2012
February 2012	TBA	Jan. 1, 2012	Jan. 23, 2012
March 2012	TBA	Feb. 1, 2012	Feb. 21, 2012
April 2012	NRA Convention	Mar. 1, 2012	Mar. 21, 2012
May 2012	TBA	Apr. 1, 2012	Apr. 25, 2012
June 2012	Dads & Grads	May 1, 2012	May 21, 2012
July 2012	TBA	June 1, 2012	June 25, 2012
August 2012	Shooting Sports	July 1, 2012	July 23, 2012
September 2012	Hunting	Aug. 1, 2012	Aug. 27, 2012
October 2012	Handgunning	Sept. 1, 2012	Sept. 24, 2012
November 2012	Holiday Gift Guide	Oct. 1, 2012	Oct. 24, 2012
December 2012	Year End Review	Nov. 1, 2012	Nov. 26, 2012

SPECIFICATIONS

TheGunMag.com
Print Edition Trim Size: 8"x10"
Ad Sizes (W x H)

2-Page Spread	15" x 9 1/4"
Full Page	7 1/4" x 9 1/4"
Double 1/2 Spread	15" x 4 1/2"
1/2 Page Vertical	3 1/2" x 9 1/4"
1/2 Page Horizontal	7 1/4" x 4 1/2"
1/2 Page Island	4 3/4" x 7"
1/3 Page Vertical	2 1/4" x 9 1/4"
1/3 Page Horizontal	4 3/4" x 4 1/2"
1/4 Page Vertical	3 1/2" x 4 1/2"
1/6 Page Vertical	2 1/4" x 4 1/2"
1/6 Page Horizontal	4 3/4" x 2-7/8"

Bleed Ad Sizes (W x H)

Double Page Spread	16 1/2" x 10 1/2"
(Live Matter Area)	15" x 9 1/4"
Double Half Spread	16 1/2" x 4 3/4"
(Live Matter Area)	15" x 4 1/2"
Full Page Bleed	8 1/2" x 10 1/2"
(Live Matter Area)	7 1/4" x 9 1/4"
1/2 Page Bleed Vert.	3 3/4" x 10 1/2"
(Live Matter Area)	3 1/2" x 9 1/4"
1/2 Page Bleed Horz.	8 1/2" x 4 3/4"
(Live Matter Area)	7 1/4" x 4 1/2"



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Periodical Group

267 Linwood Avenue
Buffalo NY 14209
Ph. 716-885-6408
Fax 716-884-4471

Email: safpubads@verizon.net

Advertising Sales Representation:

Bob Cole

30001 G Street • Ocean Park WA 9864
Ph. (360) 665-0542 • Fax (360) 665-0543
email: bobcole@centurytel.net