

The New GUN WEEK

RATE CARD Number 34a

Effective October 1, 2008

(deadlines revised March 27, 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

Gun Week Display Advertising Rates

	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.**

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

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.

2009 EDITORIAL CALENDAR:

ISSUE	FOCUS	DEADLINE
Feb. 1, 2009		Dec. 21, 2008
Feb. 15, 2009		Jan. 14, 2009
Mar. 1, 2009	New Cutlery Issue	Feb. 9, 2009
Mar. 15, 2009		Feb. 20, 2009
Apr. 1, 2009	New Product Issue	Mar. 14, 2009
Apr. 15, 2009		Mar. 28, 2009
May 1, 2009		Mar 31, 2009
May 15, 2009	NRA Convention	Apr. 14, 2009
June 1, 2009		Apr. 28, 2009
June 15, 2009	Muzzle Loading	May 12, 2009
July 1, 2009		June 2, 2009
July 15, 2009	National Match	June 16, 2009
Aug. 1, 2009		June 30, 2009
Aug. 15, 2009	Shotgunning	July 14, 2009
Sept. 1, 2009		July 28, 2009
Sept. 15, 2009	Hunting	Aug. 18, 2009
Oct. 1, 2009		Sept. 1, 2009
Oct. 15, 2009	Handgunning	Sept. 15, 2009
Nov. 1, 2009		Sept. 29, 2009
Nov. 15, 2009	Holiday Gift Guide	Oct. 14, 2009
Dec. 1, 2009		Oct. 27, 2009
Dec. 15, 2009	Year End Review	Nov. 10, 2009



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: waguns@broadviewnet.net

Women & Guns

RATE CARD Number 34
Effective October 1, 2008
All rates subject to a 15% two publication discount off earned frequency, when combined with Gun Week

A Publication of the Second Amendment Foundation Periodical Group

Since 1989, the first magazine for women gunowners

WOMEN & GUNS RATE CARD

Publisher's approval.

	1-Time	3-Times*	6 Times
4/color, BACK COVER	\$2,300	\$1,840	\$1,610
4/color, 2nd or 3rd COVER	1,955	1,610	1,380
4/color, inside Page	1,437	1,265	1,167
4/color, 1/2 Page	1,100	975	862
4/color, 1/3 Page	900	747	632
4/color, 1/4 Page	764	522	442
4/color, 1/6 Page	632	575	517
2/color, inside Page	1,150	1,150	805
2/color, 1/2 Page	920	690	575
2/color, 1/3 Page	575	517	460
2/color, 1/4 Page	402	361	322
2/color, 1/6 Page	460	402	345
B&W, Full Page	920	718	603
B&W, 1/2 Page	517	373	316
B&W, 1/3 Page	345	287	230
B&W, 1/4 Page	241	200	161
B&W, 1/6 Page	258	172	143

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 accounts having an unpaid balance 30 days after billing.

INSERTS: Please call for specifications and quote.

* Except for 6-time rate, contract insertions need not be consecutive. Frequency rather than size determines earned rate. Advertisers who extend contracts will be credited with lowest earned frequency rate for all insertions.

HALF TONE SCREEN: 133 line for B&W; 150 line (300 dpi) for process color.

PRINTING METHOD: Women & Guns is printed offset and saddle stitched.

AD SUBMISSIONS

Ads may be submitted in a variety of electronic forms, in either MAC or PC format. Preferred format is as a PDF file. Electronic files must include all supporting files and documents. Proof must accompany file. FTP site available.

Advertising Policy

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MECHANICAL REQUIREMENTS

Size of Ad Units	Width	Depth
Back Cover	7-1/2"	10"
Full Page	7-1/2"	10"
1/2 Page Vertical	4-1/2"	7"
1/2 Page Horizontal	7-1/8"	5"
1/3 Page, Vertical	2-1/8"	10"
1/3 Page, Square	4-1/2"	5"
1/4 Page, Square	4-1/2"	3-1/2"
1/6 Page, Horizontal	4-1/2"	2-1/2"
1/6 Page, Vertical	2-1/8"	5"

BLEED SIZE: Full page bleed 8-5/8x11-1/4 (trim 8-3/8x11)

ISSUE & CLOSING DATES

Women & Guns, established 1989, is published bi-monthly and is on sale the 20th of the month prior (e.g., Dec. 20 for Jan./Feb.)

2009 Calendar of Issues

Issue Date	Ad Reservations & Materials
Jan./Feb. 2009	Nov. 15, 2008
Mar./Apr. 2009	Jan. 26, 2009
May/June 2009	Mar. 23, 2009
July/Aug. 2009	May 25, 2009
Sept./Oct. 2009	July 20, 2009
Nov./Dec. 2009	Sept. 4, 2009

Paid subscribers and newsstand distribution—15,000

Subscription Rate: \$18.00/year, US

Single Copy: \$3.95/each, US/\$5.95 Canada

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: WOMENANDGUNS.COM



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