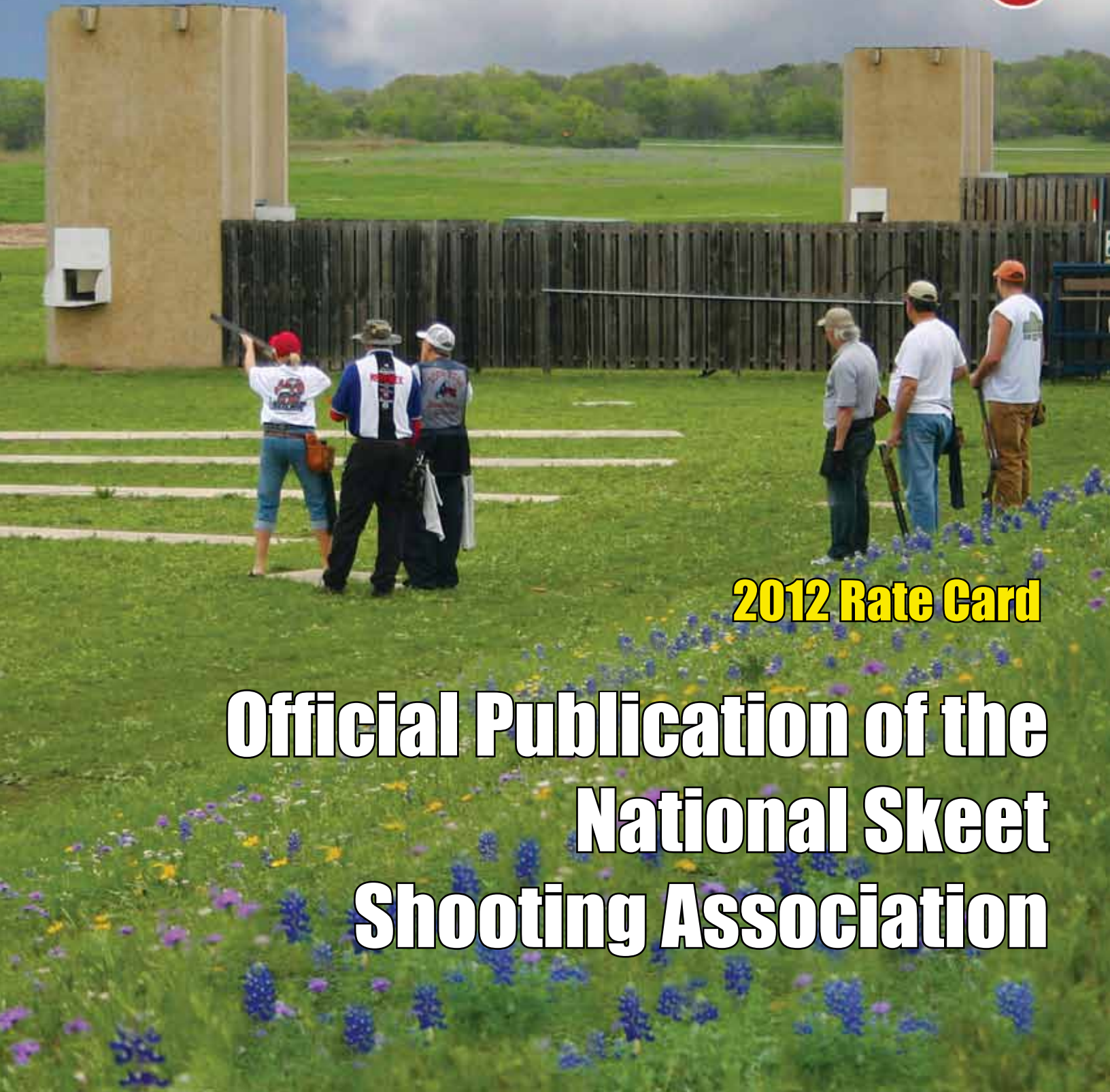


Skeet Shooting

REVIEW



2012 Rate Card

**Official Publication of the
National Skeet
Shooting Association**

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Overview & Contact Information

As the official publication of the National Skeet Shooting Association, *Skeet Shooting Review* reaches 800 clubs and affiliated associations and over 14,000 shooting enthusiasts. Your advertising will effect shooters with interest in hunting game birds, water fowl and large game as well as shooting skeet. Several ways are available to advertise in the *Skeet Shooting Review*.

Display - Prime advertising space surrounding editorial and shoot reports.

GunWorks - A special gun section with super 6-12 month rates. Send in camera-ready or let us create an ad just for you.

Traphouse - The classified ad section proven to move guns and related shooting equipment quickly and efficiently.

Monthly issues contain important information on upcoming tournaments, instructional editorial by experts in the field and results of all registered shoots. Skeet Shooting Review is published monthly with three additional publications a year, Records Annual, World Skeet Shooting Program and National Sporting Clays Program. Also this year is the World Sporting Clays Championship Program. This Championship comes to the U.S. every other year and hosts sporting clays shooters from around the world.

Advertising Office:

Kris Hampton	Cathy Smith
210-771-2051	210-863-5063
210-855-4494 fax	210-855-9896
kris@synergymanda.com	cathy@synergymanda.com

Send Insertion Orders to:

Synergy Marketing & Advertising
5931 Roft Road
San Antonio, TX 78253

Ship Materials to:

Skeet Shooting Review
Attn: Diana Bass
5931 Roft Road
San Antonio, TX 78253
dbass@nssa-nasca.com or
ssr@nssa-nasca.com
210-688-3371 x 129 office 210-688-3632 fax

SKEET SHOOTING REVIEW

2012 Editorial & Advertising Deadlines

Issue	Stories & Columns	Ad Space Closing	Camera Ready Ads	Mail Date
Jan	Dec 5	Dec 4	Dec 7	Dec 23
Feb	Jan 3	Jan 3	Jan 5	Jan 20
Mar	Feb 6	Feb 6	Feb 8	Feb 24
Apr	Mar 5	Mar 5	Mar 7	Mar 23
May	Apr 2	Apr 2	Apr 4	Apr 20
June	May 7	May 7	May 9	May 25
July	June 4	June 4	June 6	June 22
Aug	July 2	July 2	July 5	July 20
Sept	Aug 6	Aug 6	Aug 8	Aug 24
Oct	Sept 4	Sept 4	Sept 5	Sept 21
Nov	Oct 1	Oct 1	Oct 3	Oct 19
Dec	Nov 5	Nov 5	Nov 7	Nov 23
Jan '13	Dec 3	Dec 3	Dec 5	Dec 21
Records Annual		Feb 20	Feb 24	Mar 16

Deadlines for World Skeet Program & National Championship Program are found on pages 9 & 10.

Rates

DISPLAY

B & W Rates	1x	3x	6x	12x	18x	24x
One Page	\$995	\$945	\$896	\$846	\$826	\$796
2/3 Page	\$750	\$713	\$675	\$638	\$623	\$600
1/2 Page	\$575	\$546	\$518	\$490	\$477	\$460
1/3 Page	\$395	\$375	\$356	\$336	\$328	\$316
1/4 Page	\$310	\$295	\$279	\$264	\$247	\$238
1/6 Page	\$215	\$204	\$194	\$183	\$179	\$173
Per Column Inch		\$39	\$34	\$32	\$30	\$28

2 Color Rates (colors limited to black, cyan, magenta or yellow)

Add 25% to cost of black & white ad of same size

4 Color Rates	1x	3x	6x	12x	18x	24x
One Page	\$1490	\$1416	\$1341	\$1267	\$1237	\$1192
2/3 Page	\$1145	\$1088	\$1031	\$973	\$950	\$916
1/2 Page	\$870	\$827	\$783	\$740	\$722	\$696
1/3 Page	\$690	\$656	\$621	\$587	\$573	\$552
1/4 Page	\$560	\$532	\$504	\$476	\$465	\$448
1/6 Page	\$464	\$442	\$419	\$395	\$384	\$370

Cover Rates	1x	3x	6x	12x
2nd	\$2010	\$1960	\$1910	\$1850
3rd	\$1930	\$1881	\$1834	\$1775
4th	\$2070	\$2018	\$1967	\$1905

Bleed: No Additional Charge

GUNWORKS

B & W	1x	6x	12x	24x	Dimensions
One Page	\$725	\$653	\$616	\$580	7 1/4" x 9 3/4"
1/2 Page	\$415	\$374	\$353	\$332	7 1/4" x 4 3/4" OR 3 1/2" x 9 3/4"
1/4 Page	\$215	\$193	\$183	\$172	3 1/2" x 4 3/4"
4 Color	1x	6x	12x	24x	
One Page	\$1087	\$979	\$924	\$870	
1/2 Page	\$627	\$565	\$533	\$502	
1/4 Page	\$387	\$348	\$330	\$310	

TRAPHOUSE CLASSIFIED

Word.....50¢ per word with a minimum of 24 words.

Border.....\$35 per inch with a maximum of 50 words/inch.

Payable in advance. No refunds made if cancelled after closing date.

RATES FOR PRE-PRINTED INSERTS

Prices quoted on request with mock-up to the exact size of fold of the insert.

PRODUCTION RATES

Professional ad production services are available through *Skeet Shooting Review*. Typesetting charges will be made on black and white ads that do not arrive camera-ready. Logo or photo preparation will be billed in addition to typesetting charges.

	Display	Gunworks		Display	Gunworks
One Page	\$150	\$80	2/3 Page	\$125	\$60
1/2 Page	\$75	\$50	1/3 Page	\$60	\$40
1/4 Page	\$50	\$30	1/6 Page	\$35	
Per column inch	\$25				

Mechanical & Printing Specifications

ELECTRONIC

- Prefer high resolution PDF files, but will accept ads created in Adobe InDesign, QuarkXPress, Adobe Photoshop and Adobe Illustrator. Include all fonts, photos and graphics.
- Files to be prepared on PC platform, supplied on CD or DVD or emailed to ssr@nssa-nasca.com.
- All files must be prepared as CMYK, 150 line screen and include all postscript fonts, Tiff and EPS files.
- All photos must be scanned at 300 dpi.
- A high quality 4/c digital proof must accompany all files.

4 COLOR / 2 COLOR

- Right reading, emulsion side down.
- 150 line screen.
- Maximum dot density 300% (no more than one color may be solid).
- Recommended dot range is 5% highlight to 95% shadow.
- 20 to 25% dog gain on web press must be taken into account when preparing film.
- The final furnished dot size should be 5% sharper than the dot size on proofs.
- Supply color corrected screened film negatives to size.
- Film is to be supplied in one piece per color and have center-line register marks.
- One set of proofs is required. *Skeet Shooting Review* will not be held responsible for color reproduction when digital or no proofs are supplied.
- Standard web offset inks should be used in proofing.

BLACK AND WHITE

- Right reading, emulsion side down.
- Highlight areas must be 5% minimum, 10% maximum.
- Shadow areas must not exceed 80%.
- 150 line screen.
- Screen tints must be a minimum of 5% and a maximum of 80%.
- One high quality laser should accompany all negatives.

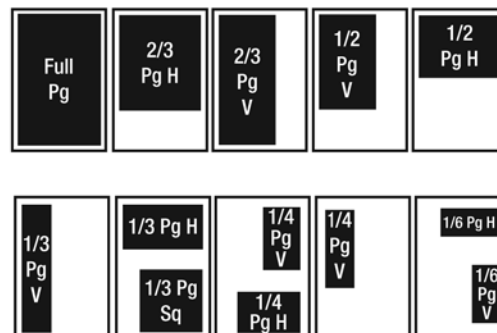
PRINTING/BINDING

- Web Press
- Saddle Stitch

DIMENSIONS

Full Page Bleed	8 3/5" x 11 3/5"
Full Page	7 1/4" x 9 3/4"
2/3 Page (V)	4 3/4" x 9 3/4"
2/3 Page (H)	7 1/4" x 6 1/4"
1/2 Page (V)	4 3/4" x 7"
1/2 Page (H)	7 1/4" x 4 3/4"
1/3 Page (V)	2 1/4" x 9 3/4"
1/3 Page (H)	7 1/4" x 3"
1/3 Page (SQ)	4 3/4" x 4 3/4"
1/4 Page (V)	2 1/4" x 7"
1/4 Page (V)	3 1/2" x 4 3/4"
1/4 Page (H)	4 3/4" x 3 1/2"
1/6 Page (V)	2 1/4" x 4 1/4"
1/6 Page (H)	4 3/4" x 2 1/4"

Trim 8 1/4" x 10 7/8" • Keep all copy 3/8" from trim edge.



Advertising Contract Regulations

- No cancellations or changes accepted after closing dates. No allowance will be made for errors in key number or in late copy. When change of copy is not received by closing date, copy run in previous issues will be inserted.
- Advertiser and / or its agency is liable for contents of published advertisement and assumes responsibility for any and all claims made.
- Copy and photos are subject to publisher's approval. Publisher reserves the right to refuse material not consistent with the publication's quality or for any other reason.
- To guarantee ad position a 10% charge will be added, otherwise ad position is at the discretion of the publisher. A reasonable effort will be made to comply with advertiser's preference.
- Verbal agreements must be followed by a written confirmation from the advertiser.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as clerical error, and publication is made and charged for at the rates in effect at the time of publication without further notice.

TERMS OF PAYMENT

- Net payment is due 30 days after invoice date. Payment is overdue 31 days after invoice date. Accounts not paid within 30 days will be charged 1 1/2 % interest per month, not to exceed 18% annual.
- Publisher reserves the right to hold advertiser and / or its agency liable for payment due and for expenses incurred in collection. Cancellation of space contract by advertiser or its agency forfeits the right to position protection and / or contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold. **VERBAL CANCELLATION MUST BE FOLLOWED IN WRITING TO GUARANTEE CANCELLATION, OTHERWISE ADVERTISER AND / OR ITS AGENCY WILL BE BILLED FOR INSERTION.**
- Recognized advertising agencies supplying camera ready material qualify for a 15% commission. Commission does not apply to production charges.
- Non-camera ready advertising will be billed at the gross rate plus non-commissioned production charges.
- Advance payment required with insertion order unless credit has been established. Once three insertions have been prepaid, advertiser will be set up as a credit account and will be billed for any future advertising.
- Rates are subject to change at any time, but are guaranteed for multiple run advertisers up to 12 months.

FREQUENCY DISCOUNTS

- Earned rates are based on the total number of full or fractional page units run within any 12-month cycle from first insertion. Contracts cancelled prior to fulfillment will be short-rated to the best earned frequency rate; contracts increased will be credited for the difference on the next following invoice.
- Insertions in the World Skeet Championship Program, Sporting Clays National Programs and Records Annual DO NOT count toward earned rates for frequency discount.



Records Annual

RECORDS ANNUAL

The official report of the 2011 skeet shooter's scores. With over 200 pages of important score information, this issue is used by skeeters throughout the year as a ready-reference of gun clubs, competitor's scores, world records and All-American teams. It is distributed to all NSSA clubs and is available to all members of the NSSA.

ADVERTISING RATES & PAGE DIMENSIONS

Size	Dimensions	B & W	Typeset
1 Page	7 1/4" x 9 3/4"	\$992	\$150
2/3 Page	4 5/8" x 9 3/4"	\$705	\$125
1/2 Page	4 3/4" x 7 1/4"	\$552	\$75
1/3 Page	2 1/4" x 9 3/4"	\$384	\$60
	7 1/4" x 3"	\$384	\$60
	4 3/4" x 4 3/4"	\$384	\$60
1/4 Page	4 3/4" x 3 5/8"	\$278	\$50
1/6 Page	4 3/4" x 2 1/4"	\$184	\$35
Per Column Inch		\$39	\$25

Bleed: No additional charge. Measurements should be 8 3/5" x 11 3/5".

Covers	2nd	3rd	4th
Black & White	\$1169	\$1017	\$1229
Four Color	\$2061	\$1912	\$2105

ADVERTISING DEADLINE

Space Closing.....	February 20, 2012
Camera-Ready Ads.....	February 24, 2012
Drop Date.....	March 16, 2012



Championship Programs

WORLD SKEET PROGRAM - (EVENT DATE: SEPT. 28 - OCT. 5)

This program promotes the biggest tournament of the year where more than 1,000 shooters meet to determine world titles. It is mailed to NSSA members with additional programs available at the World Shoot.

NATIONAL SPORTING CLAYS PROGRAM - (EVENT DATE: OCT. 23 - 28)

This program is mailed to NSCA members and all clubs to promote participation in the largest sporting clays tournament of the year. Additional programs are available at the Championship.

RATES & PAGE DIMENSIONS

Page	Dimensions (wxh)	B/W	4C	Typeset
Full Page Bleed	5 3/4" x 9 1/4"	\$506	\$940	\$75
Full Page	4 5/8" x 7 1/2"	\$506	\$940	\$75
1/2 Page (H)	4 5/8" x 3 1/2"	\$288	\$790	\$45
1/2 Page (V)	2 1/8" x 7 1/2"	\$288	\$790	\$45
1/3 Page (H)	4 5/8" x 2 1/4"	\$218	N/A	\$30
1/3 Page (V)	2 1/8" x 5"	\$218	N/A	\$30
1/4 Page (H)	4 5/8" x 1 3/4"	\$146	N/A	\$20
1/6 Page (V)	2 1/8" x 3 3/4"	\$146	N/A	\$20

Bleed: should measure 5 3/4" x 9 1/4" (Trim size is 5 3/8" x 8 3/8").

Covers	2nd	3rd	4th
Four Color	\$1217	\$1198	\$1329

DEADLINES

World Skeet Championship Program: Distribution of 4,000

Space Closing.....June 22, 2012

Camera-Ready Ads.....July 1, 2012

Mail Date.....July 17, 2012

National Sporting Clays Championship Program: Distribution of 4,000

Space Closing.....August 3, 2012

Camera-Ready Ads.....August 10, 2012

Mail Date.....August 26, 2012

2012 Editorial Calender

* schedule is subject to change without notice

JANUARY

400x400; 500x500 Listing
League & Sweepstakes Results

FEBRUARY

2011 High Average Leaders
Top 100 Shoots of 2011
Club of 2011 Profile

MARCH

Honor Squad
High Volume Shooters

APRIL

All-American Teams

MAY

Shot Show Product Review
All-American Profiles

JUNE

Master's Results
All-American Profiles
Spring Shoots Results

JULY

Top Shoots Results

AUGUST

Top Shoots Results
State Shoot Results

SEPTEMBER

Junior World Results
Top State Shoots

OCTOBER (on-grounds issue for World Shoot)

Hall of Fame Inductees
Major Shoot Results
Zone Results

Bonus Distribution:

World Championship

Bonus Distribution:

National Sporting Clays Championship

NOVEMBER

Zone & State Results
U.S. Open Skeet Results

DECEMBER

World Skeet Championship
& Mini World Results



Readership Profile

ANNUAL INCOME

More than \$100,000	46%
\$70,000-\$100,000	25%
\$50,000-\$70,000	15%
Less than \$50,000	14%

AGE

60 and Over..	49%
50-60	28%
40-49	13%
30-39	4%
Under 30.....	6%

GENDER

Male.....	95%
Female.....	5%

NUMBER OF YEARS SHOOTING SKEET

16+.....	39%
10-15	15%
4-9	22%
Under 3.....	24%

WHERE SHOOTERS GET THEIR SKEET NEWS

Skeet Shooting Review.....	36%
Club Programs.....	26%
State Association Website	14%
nssa-nasca.org.....	12%
Other websites.....	9%
Other print material.....	4%

READERS INTEREST outside the shooting sports

Enjoy Boating & Camping.....	25%
Enjoy Hunting	22%
Enjoy Fishing.....	21%
Enjoy Golf	12%
Enjoy Photography.....	12%
Enjoy Hiking.....	9%

MONEY ANNUALLY SPENT ON SHOOTING SUPPLIES

\$20,000+	2%
\$5,000-\$20,000+	32%
Less than \$5,000	67%

PURCHASES MADE IN THE PAST YEAR

Reloading Accessories.....	29%
Shooting Accessories.....	25%
Shotguns	29%
Chokes	25%
Handguns	8%
Rifles.....	7%

TYPE OF AMMUNITION USED IN COMPETITION

Reloads	43%
Winchester.....	24%
Remington	24%
Federal	5%
Other.....	5%

DISTANCE TRAVELLED TO CLUB FOR PRACTICE

75 Miles +	6%
25-75 Miles	31%
Under 25 Miles	63%

Survey disbursed with 2008 Membership renewals.
Complete list of results available upon request.