

# Chips-n-Ricochets

## ADVERTISING RATES AND POLICIES

Effective January 1, 2011



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

|              | With Proof    | No Proof      |
|--------------|---------------|---------------|
| 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

### PUBLICATION DATES

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

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