

# FRONTSIGHT

## ADVERTISING

**Publication Dates:** January 1, March 1, May 1, July 1, September 1, and November 1.

**Distribution Timing:** We plan for each issue to arrive in reader's mailboxes during the first week of the onsale month. I.E. Jan. 1-7, Mar. 1-7, etc.

THE OFFICIAL JOURNAL OF THE UNITED STATES PRACTICAL SHOOTING ASSOCIATION / IPSC



### ADVERTISING RATE INFORMATION

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 Burlington, WA 98233

## EDITORIAL AND ADVERTISING: AN IDEAL COMBINATION

FRONT SIGHT magazine is the World's foremost publication on competitive Practical Shooting. As such, it has the ear of trainers, competitors, and decision-makers worldwide. Its targeted audience cannot be found elsewhere. That advertising climate enjoys a high degree of reader interest, helping you focus your advertising dollars on the people you most want to influence. All of this makes FRONT SIGHT a magazine with outsized advertising impact.

### EDITORIAL PROFILE

FRONT SIGHT Magazine features an editorial package designed to bring the readers up-to-date on what is happening in practical shooting. Readers get the latest information on the people, events, equipment, and techniques that bear on Practical Shooting worldwide. FRONT SIGHT is the single best source of in-depth practical shooting information for the new shooter and the veteran competitor.

### ISSUE AND CLOSING DATES

Published 6 times per year

Issue Reservation	Due	Material Due
January/February	Nov. 1	Nov. 10
March/April	Jan. 1	Jan. 10
May/June	March 1	March 10
July/August	May 1	May 10
September/October	July 1	July 10
November/December	Sept. 1	Sept. 10

Cancellations cannot be processed after the material due date.

**AD COPY PREPARATION:** Digital ads are required. Professionally prepared ads are preferred. However, we can help prepare ads in-house at a set-up fee of \$65 per hour with a \$65 minimum charge. All digital ads must be at least 300 dpi and converted to CMYK format if they are color (See Preparing Your Ads on the following page).

**NON-STANDARD SIZES:** Ad sizes that do not conform to predefined measurements will be charged a 25 percent surcharge.

#### USPSA/SCSA MATCH ADS:

Qualifying ads must contain the USPSA or SCSA logo, and refer to a USPSA or SCSA match.

**Level III** (Major Tournaments, Area Championships): may run one half-page ad free, and a second ad at half price, full price thereafter.

**Level II** (State and Sectional USPSA or SCSA championships): may run one half page ad at half-price, full price thereafter. Note: State and Sectional USPSA championships must be Level II or higher.

**Level I** (USPSA approved or recognized): may run one match ad at 25 percent off, full price thereafter.

#### NON-USPSA/SCSA MATCH ADS:

Ads promoting non-USPSA/SCSA contests, and "Thank-You" ads pay full price.

**PRE-PAY DISCOUNT:** Advertisers may take a 10 percent discount if payments are submitted by the material due date for each issue. VISA/MasterCard accepted.

**LATE CHARGE:** Ads received after the material due date will be charged a late fee of \$25. Ads received after the deadline may be refused at our discretion.

# PREPARING ADS FOR FRONT SIGHT

## PREPARING YOUR ADS

Digital ads are required. Professionally prepared ads are preferred. However, we can help prepare ads at a set-up fee of \$65 per hour with a \$65 minimum charge. (Please provide a one week minimum for ad set up prior to the deadline.)

### FILE FORMAT:

We accept the following file formats: TIF, JPG, EPS, PSD, but a press ready PDF is preferred.

### RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution. The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality. (See graphic to the right.)

### COLOR MODE:

All ads are to be submitted in CMYK (cyan, magenta, yellow, black) color mode and will be printed in full color unless otherwise specified. If submitted in RGB, it will be converted to CMYK.

### FONTS:

- Fonts must be embedded in PDF files.
- Fonts must be outlined or converted to paths or curves in EPS files.
- Some fonts have copyright restrictions and will not embed in PDF Files.

### AD PLACEMENT:

USPSA does not guarantee that ads will be placed on a particular page or position within the publication (unless sold as inside cover, inside back cover, back cover or a position that is agreed upon when sold).

## AD SIZES & RATES

Ads are available in the following sizes:

### FULL PAGE AD

8.25 inches wide by 10.75 inches tall  
(must add bleed, see the diagram on "Full Page Ad")

Full Page (inside) \$1460.00, Inside Cover (front and back) \$1685.00, Back Cover \$1733.00

### 2 COLUMN AD

4.625 inches wide by 9.5 inches tall  
\$1024.00

### 1 COLUMN AD

2.25 inches wide by 9.5 inches tall  
\$588.00

### HALF PAGE AD

7.00 inches wide by 4.625 inches tall  
\$809.00

### 1/3 PAGE AD

4.625 inches wide by 4.625 inches tall  
\$588.00

### 1/2 COLUMN AD

2.25 inches wide by 4.625 inches tall  
\$268.00

### 1/4 COLUMN AD

2.25 inches wide by 2.25 inches tall  
\$158.00

## Why 300 dpi resolution?

Picture created and printed at a high resolution of 300 dpi.



Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.



# ADVERTISING SPECS



## FULL PAGE AD

8.25 inches wide by 10.75 inches tall

Final Print Size – 8.25" x 10.75"

Final Size with Bleed – 8.5" x 11"

(Note the needed "Safe Zone" .125" needed inside the final print size.)

### Cut (edge of page):

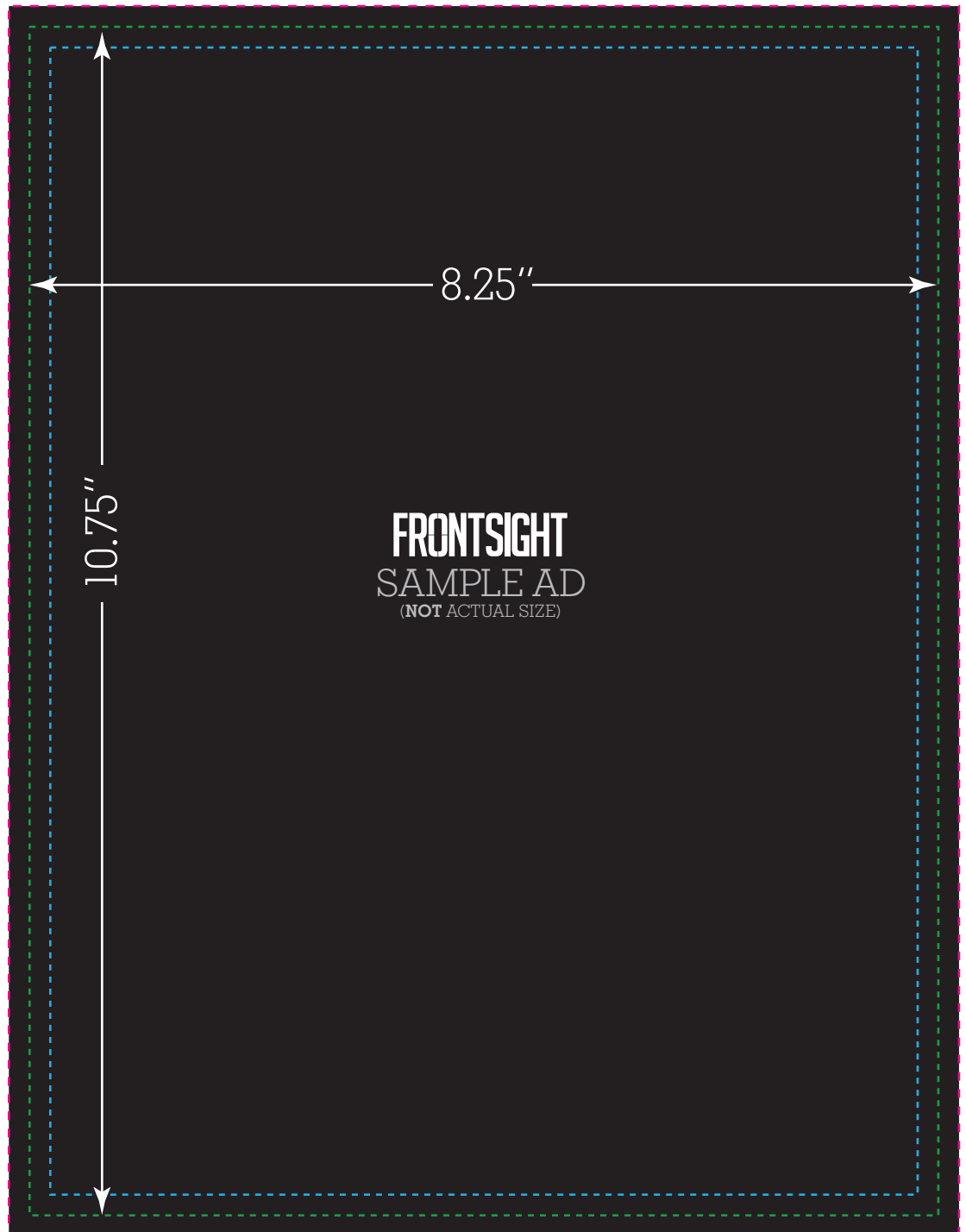
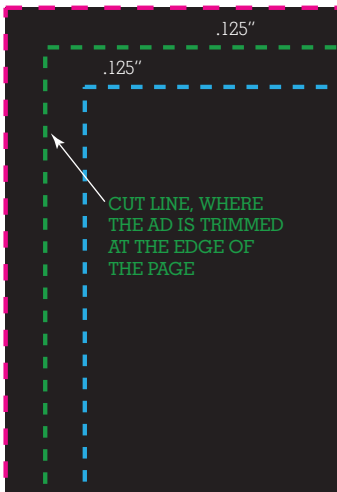
Allow 1/8" cutting tolerance around your file.

### Safe Zone:

All critical elements (text, images, logos, etc.) must be kept inside the blue line.

### Bleed Zone:

Make sure to extend the background images or colors to the edge of this box.

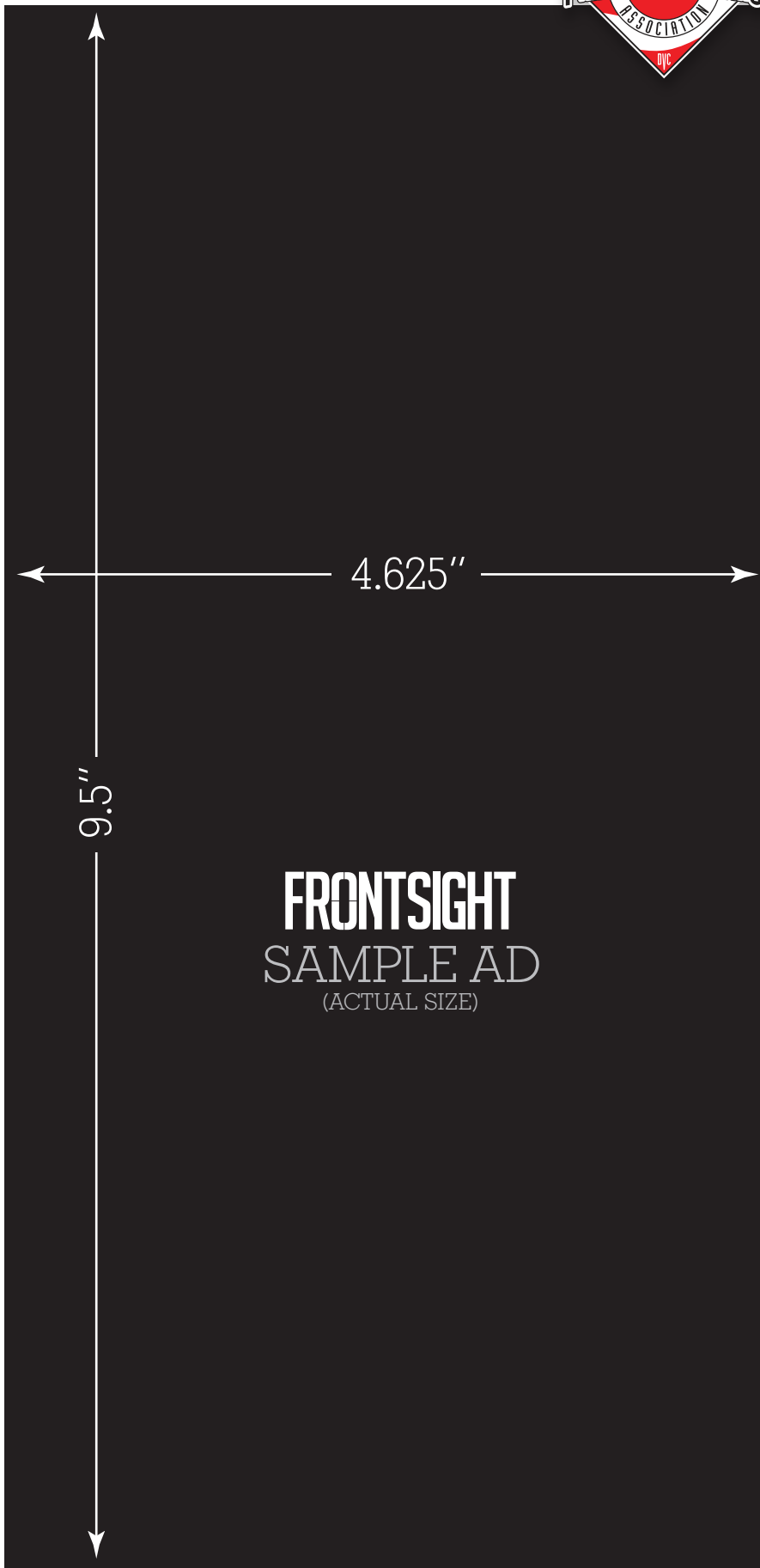


# ADVERTISING SPECS



## 2 COLUMN AD

4.625 inches  
wide by 9.5  
inches tall

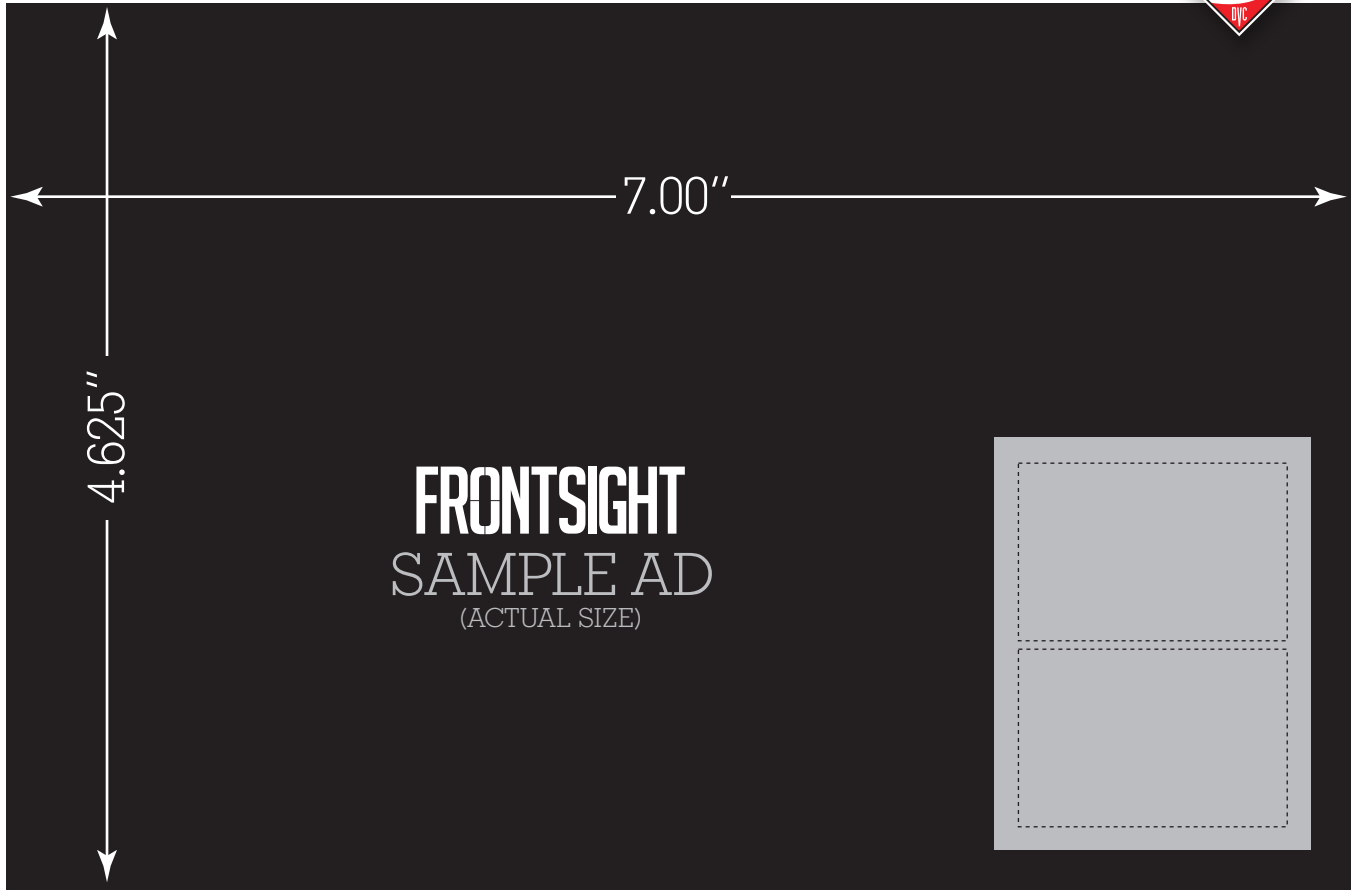


# ADVERTISING SPECS



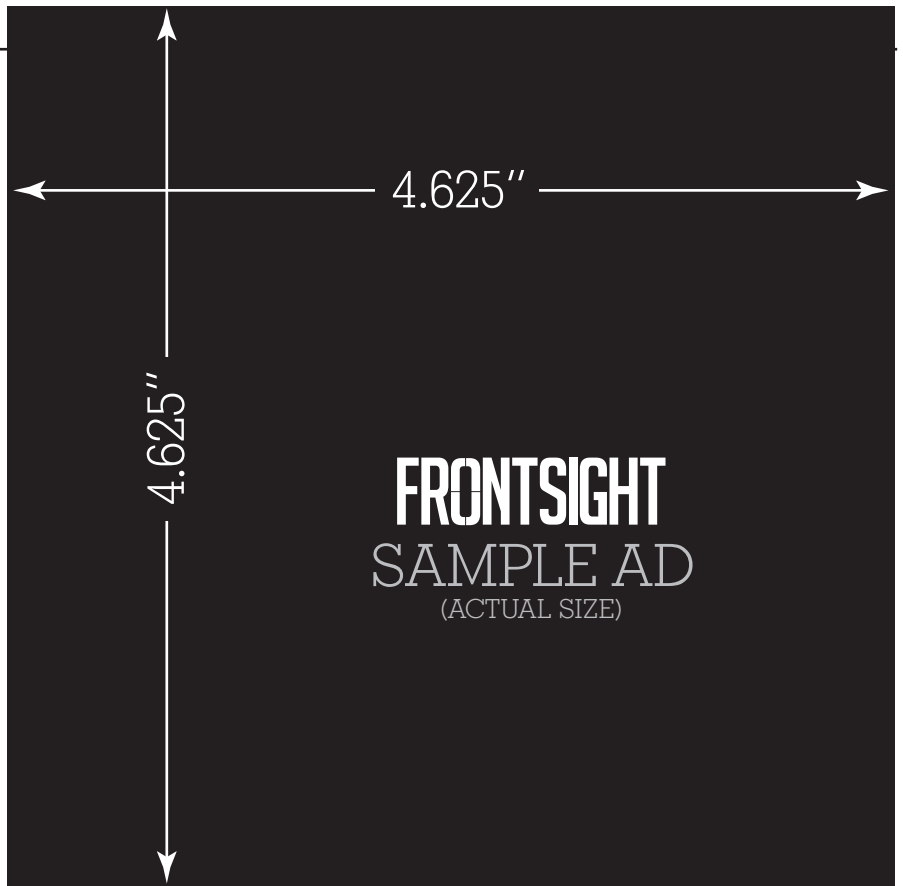
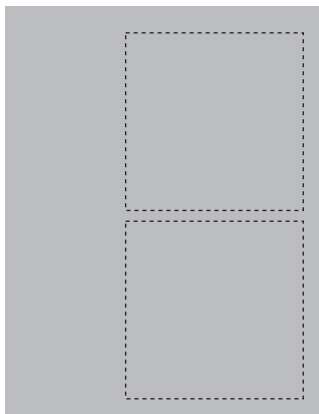
## HALF PAGE AD

7.00 inches wide by 4.625 inches tall



## 1/3 PAGE AD

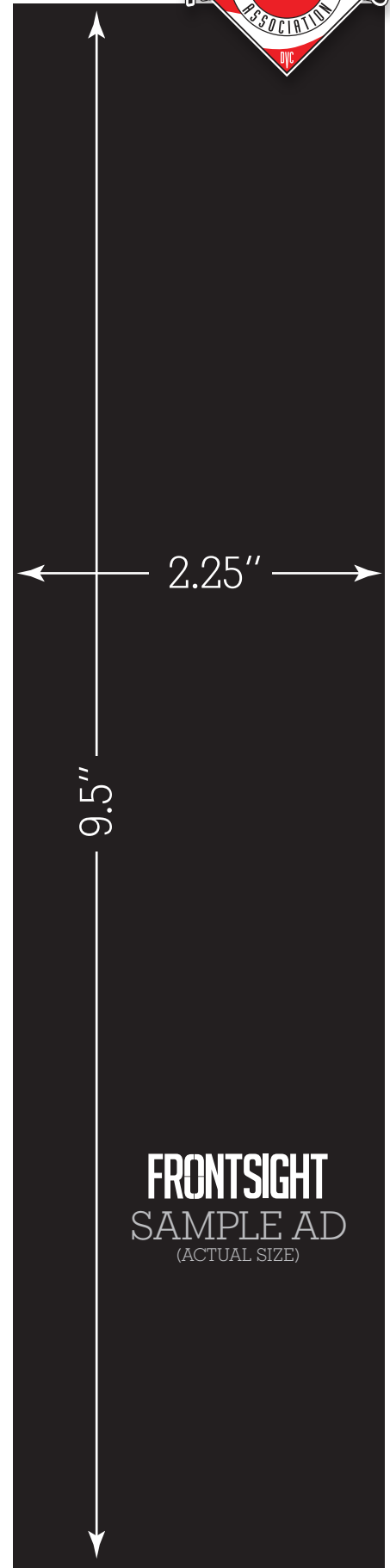
4.625 inches wide by 4.625 inches tall



# ADVERTISING SPECS



**1 COLUMN AD**  
2.25 inches wide  
by 9.5 inches tall



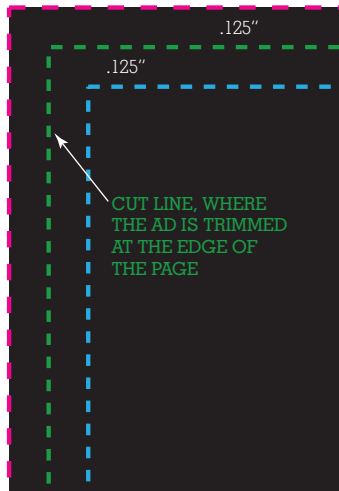
## FULL BLEED 1 COLUMN ADS

**Cut (edge of page):**  
Allow 1/8" cutting tolerance around your file.

**IF OFFERED AS A FULL BLEED AD, YOU MUST FOLLOW THIS DIAGRAM OR IT WILL BE SCALED TO A STANDARD SIZE.**

**Safe Zone:**  
All critical elements (text, images, logos, etc.) must be kept inside the blue line.

**Bleed Zone:**  
Make sure to extend the background images or colors to the edge of this box.

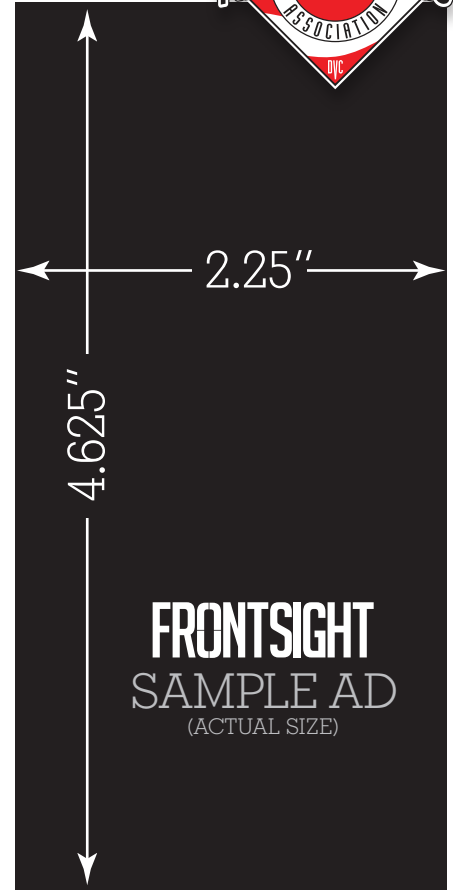
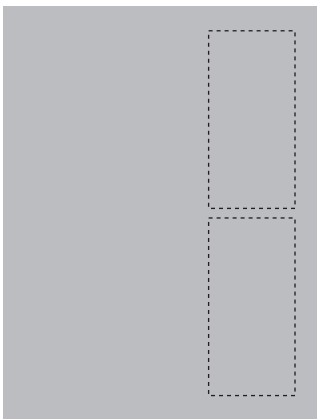


## ADVERTISING SPECS

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### 1/2 COLUMN AD

2.25 inches wide by  
4.625 inches tall



### 1/4 COLUMN AD

2.25 inches wide by 2.25 inches tall

