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Official Publication of the National Muzzle Loading Rifle Association - Since 1939

Advertising Rates

Muzzle Blasts

Official Publication of the National Muzzle Loading Rifle Association - Since 1939

Advertising Rates

Muzzle Blasts - Advertising, P.O. Box 67, Friendship, IN 47021
(812) 667-5131 ext. 231 • Fax: (812) 667-5136
website: http://www.NMLRA.org • email: LBrown@nmlra.org

Effective June 2017 Issue

Contact Information:

Muzzle Blasts - Advertising Manager
P.O. Box 67, Friendship, IN 47021
(812) 667-5131 ext. 231  •  Fax (812) 667-5136
website:  http://www.NMLRA.org • email: LBrown@nmlra.org

We can design your ad to help your business grow!

FULL DESIGN SERVICES AVAILABLE

Our graphic designers can design or redesign your ad for Muzzle Blasts with full color graphics and a message that will drive results to your business increasing your return on investment.

20% Additional Fee for Design Services
MUZZLE BLASTS is the monthly publication of the National Muzzle Loading Rifle Association dedicated to all aspects of the muzzleloading sport and era. MUZZLE BLASTS is received monthly by over 17,000 devotees of the muzzleloading sport who reside in all 50 states and 21 foreign countries. The content of the magazine features articles of interest for shooters, hunters, builders of muzzleloading firearms, collectors and historians. We appreciate your interest in using MUZZLE BLASTS as your advertising medium. Be assured that each and every member of our association looks to this magazine for information about firearms, accoutrements, leather goods, books, and the hundreds of items that relate to the muzzleloading era of American history.

Inside Advertising Closing Dates

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Dates Ads Are Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>October 15</td>
</tr>
<tr>
<td>February</td>
<td>November 15</td>
</tr>
<tr>
<td>March</td>
<td>December 15</td>
</tr>
<tr>
<td>April</td>
<td>January 15</td>
</tr>
<tr>
<td>May</td>
<td>February 15</td>
</tr>
<tr>
<td>June</td>
<td>March 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Dates Ads Are Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>April 15</td>
</tr>
<tr>
<td>August</td>
<td>May 15</td>
</tr>
<tr>
<td>September</td>
<td>June 15</td>
</tr>
<tr>
<td>October</td>
<td>July 15</td>
</tr>
<tr>
<td>November</td>
<td>August 15</td>
</tr>
<tr>
<td>December</td>
<td>September 15</td>
</tr>
</tbody>
</table>

File Submission Reference

- High resolution PDF is our most preferred format, high resolution .jpg, .psd, .png, .ai, .eps are also accepted
- Images should be 300 dpi and placed at 100 percent in the document
- All colors and images should be CMYK
- Convert PMS colors to CMYK using the PANTONE+ Color Bridge Coated swatches

Classified Advertising

- 72 cents per word with a minimum of 20 words
- Words are considered to be - each word in a name; initials in a name; abbreviations; address (each set of numbers and/or abbreviations); full zip code; telephone number (includes area code and numbers); using "telephone" or "phone" preceding number; listing of product and price of products of (each item and each price)
- Specify heading, it., For Sale, Clothing, Supplies, etc.

ALL ADVERTISING MUST BE PAID FOR IN ADVANCE.

Any advertisement received after deadline will automatically fall into the next month schedule for the magazine. Postal cancellation of closing dates will not count.

Blow-In and Bind-In Details Upon Request.

Tear Sheets Available Upon Request.
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Ad Cost Breakdown

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$998.40</td>
<td>$978.43</td>
<td>$958.86</td>
<td>$939.68</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$660.40</td>
<td>$647.09</td>
<td>$634.15</td>
<td>$621.47</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$499.20</td>
<td>$489.22</td>
<td>$479.44</td>
<td>$469.85</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$332.80</td>
<td>$326.14</td>
<td>$319.61</td>
<td>$313.21</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$248.30</td>
<td>$243.33</td>
<td>$238.46</td>
<td>$233.69</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$201.50</td>
<td>$197.47</td>
<td>$193.52</td>
<td>$189.65</td>
</tr>
<tr>
<td>1“ Ads</td>
<td>$45.00</td>
<td>per column inch up to 4”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Inside Front Cover & Inside Back Cover Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$1,855.10</td>
<td>$1,817.99</td>
<td>$1,781.63</td>
<td>$1,745.99</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$927.55</td>
<td>$908.99</td>
<td>$890.81</td>
<td>$827.99</td>
</tr>
</tbody>
</table>

Outside Cover & Outside Back Cover Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$2,055.30</td>
<td>$2,014.19</td>
<td>$1,973.90</td>
<td>$1,034.42</td>
</tr>
</tbody>
</table>

Mechanical Requirements Size – Width and Height

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page w/ Bleed</td>
<td>8.375”</td>
<td>10.875”</td>
</tr>
<tr>
<td>Full Page No Bleed</td>
<td>7.125”</td>
<td>9.75”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.6875”</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.125”</td>
<td>4.8125”</td>
</tr>
<tr>
<td>1/3 Page Tall</td>
<td>2.25”</td>
<td>9.75”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5625”</td>
<td>4.5625”</td>
</tr>
<tr>
<td>1/3 Page Wide</td>
<td>7.125”</td>
<td>3.25”</td>
</tr>
<tr>
<td>1/4 Page Tall</td>
<td>3.5”</td>
<td>4.8125”</td>
</tr>
<tr>
<td>1/4 Page Wide</td>
<td>7.125”</td>
<td>2.375”</td>
</tr>
<tr>
<td>1/6 Page Tall</td>
<td>2.25”</td>
<td>3”</td>
</tr>
<tr>
<td>1/6 Page Wide</td>
<td>3”</td>
<td>2.25”</td>
</tr>
</tbody>
</table>
The document size should be the same as the ad sizes listed on this page.

**FULL PAGE WITH BLEED**

TRIM SIZE: 8.125” X 10.625”
2438 px X 3158 px

BLEED SIZE: 8.375” X 10.875”
2513 px X 3263 px

KEEP ALL TEXT INSIDE THE 0.25”
SAFE MARGIN: 7.625” X 10.125”

**FULL PAGE**
8.375” X 9.75”
2513 px X 2925 px

**1/2 PAGE**
7.125” X 4.8125”
2138 px X 1444 px

**2/3 PAGE**
4.875” X 9.75”
1463 px X 3263 px
The document size should be the same as the ad sizes listed on this page.

---

**Business Memberships**

Advertisers supporting the National Muzzle Loading Rifle Association through direct membership will receive a 5% discount on their invoices. (Business member discounts will be forfeited on all invoices if unpaid for over 30 days from the date of invoice.

**Discounts**

A 3% discount is offered when six (6) months or more of advertising are paid in advance.

**20% Additional Charge if...**

- Requested monthly preferred placement
- Monthly for ads with bleed
- One time charge for ads received that are not press ready
- For each change, correction or modification to advertisements (ie. address, prices, deletions, additions, etc.)
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