

Skeet Shooting

REVIEW

2009 Club Rate Card

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

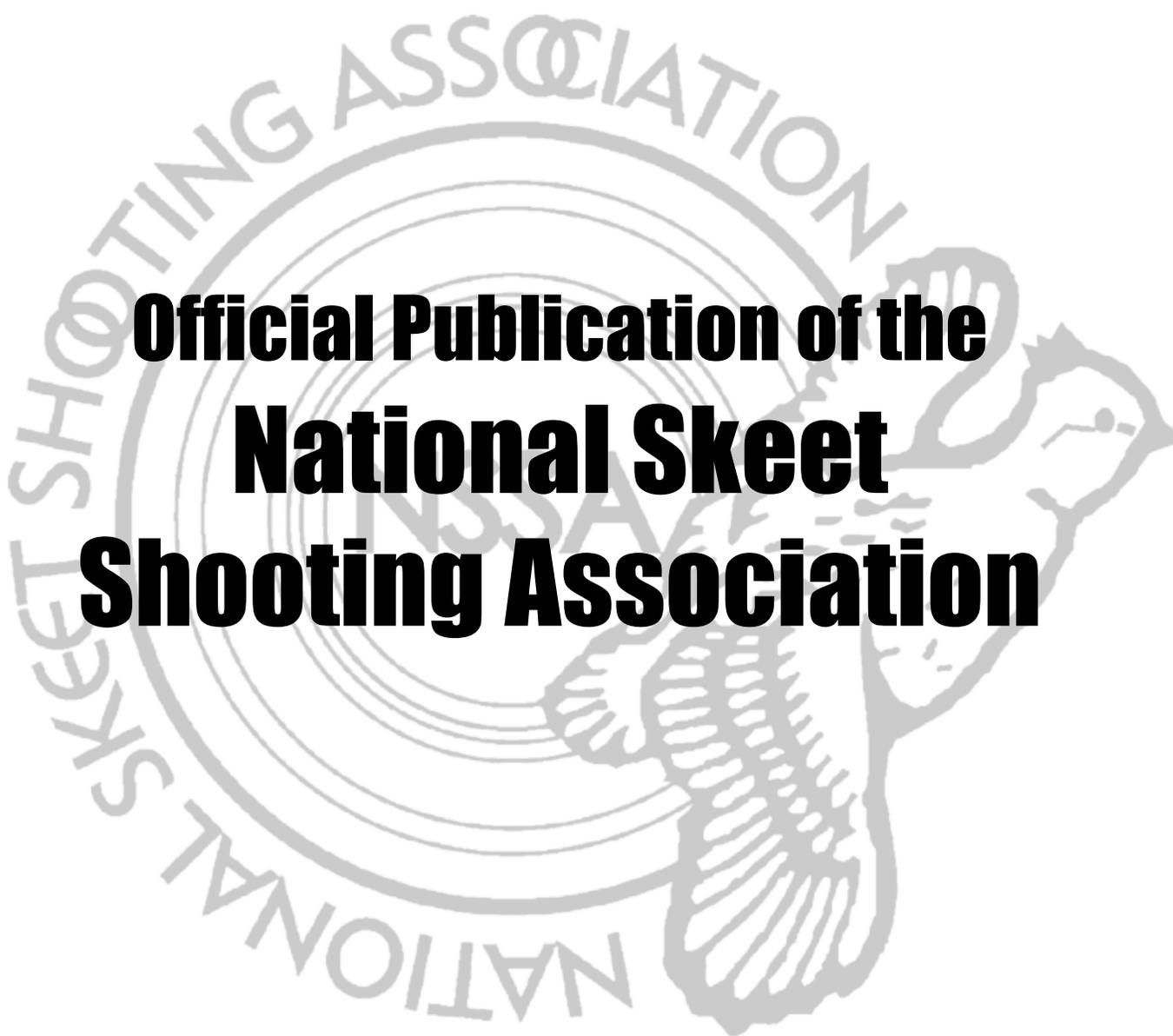


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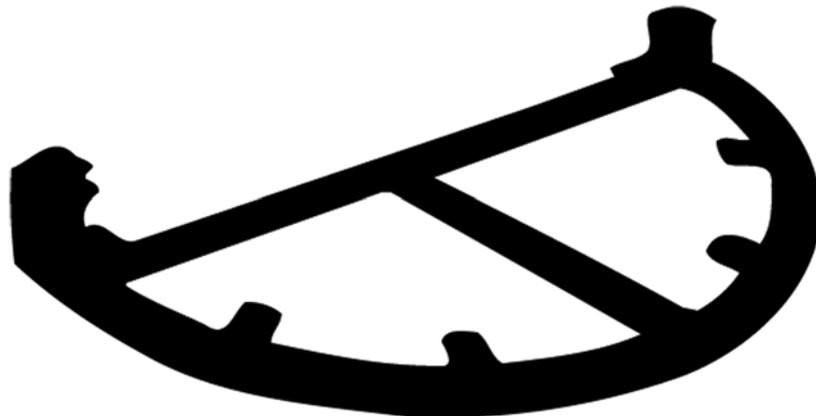
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Overview & Contact Information

As the official publication of the National Skeet Shooting Association, *Skeet Shooting Review* reaches 800 clubs and affiliated associations and over 13,000 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.

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 Shoot Program and National Sporting Clays Program.

Advertising Office:

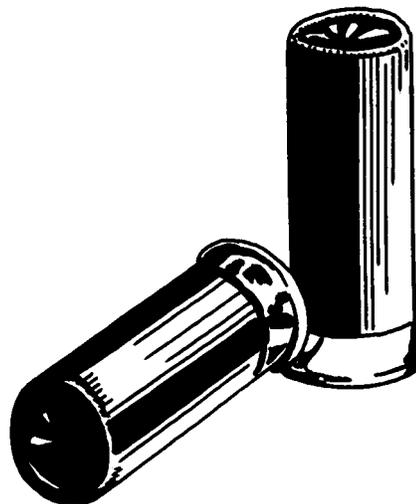
Kris Hampton	Cathy Smith
210-771-2051	210-863-5063
210-855-4494 fax	210-855-9896
kris@synergymanda.com	cathy@synergymanda.com

Send Insertion Orders to:

Synergy Marketing & Advertising
5931 Roft Rd.
San Antonio, TX 78253

Ship Materials to:

Skeet Shooting Review
Attn: Lisa Stinson
5931 Roft Road
San Antonio, TX 78253
Lstinson@nssa-nsca.com
210/688-3371 ext.129
210/688-3632 fax



'09 Editorial & Advertising Deadline

	Stories & Columns	Ad Space Closing	All Ads	Mail Date
Jan	Nov 21	Nov 24	Dec 3	Dec 18
Feb	Dec 22	Dec 29	Jan 7	Jan 22
Mar	Jan 26	Jan 29	Feb 3	Feb 20
Apr	Feb 23	Feb 27	Mar 4	Mar 25
May	Mar 23	Mar 30	Apr 6	Apr 23
June	Apr 25	Apr 29	May 4	May 22
July	May 22	June 3	June 8	June 25
Aug	Jun 22	June 26	July 6	July 22
Sept	Jul 27	July 31	Aug 5	Aug 24
Oct	Aug 24	Aug 31	Sept 4	Sept 23
Nov	Sept 21	Sept 30	Oct 5	Oct 22
Dec	Oct 19	Oct 24	Nov 4	Nov 23
Jan '08	Nov 23	Nov 30	Dec 2	Dec 21

Deadlines for Records Annual, World Sporting Clays Program, World Skeet Program & National Championship Program are on pages 9 & 10.

Wrap-Up Tips

Please include the date, club name, city and state, and number of shooters attending in your wrap ups for *Skeet Shooting Review*. Limit your wrap up to one typed double spaced page. Reports in excess of limits mentioned will be edited. State shoots or shoots listed in the Top 100 may submit two pages, double spaced. Be sure and send the wrap up within 15 days after the last day of the shoot in order to be eligible for printing. Scores and payment must also be turned in for wrap-ups to be printed

Shoot information

Give a brief description of the club (number of fields, background, how old, etc.) and weather conditions. Note any world record or club records set, exceptional scores by new, young, recently returned and veteran shooters. First time straights and gun champions are of special interest. Also state who won at which station, the length of the shoot-off, if decided by the flip of a coin, long runs, miss and out, etc. Champion facts may also be included. Type of gun, ammo used, concentration tips or coach, Social events or special activities are also of interest. **Do not list table of scores or list scores in every class. Scoreboard covers this information.**

Photos

Please include photos. Send in either black and white or color. We accept physical prints or digital pictures sent on CD or via email. Aim for the waist up. Get close up. This gives more detail. Check the background. Does the shooter have a flag pole going out the top of his head? Look for a solid background such as a building or even the horizon. Raise hats to avoid shading the face. Remove dark glasses.

Write the names in grease pencil or attach a note to the back of the photo. Do not use ink on the back of photos. Ink smears when stacked together and ink cannot be removed from photos. Be sure the photos are not blurry. Blurry photos reproduce worse in black and white and will not be used.

Digital photos should be taken at 300 dpi and be no more than 3 megabytes a piece. Large emails will lock up the computer system. Email pictures to ssr@nssa-nzca.com, mail CDs to SSR, 5931 Roft Road, San Antonio, TX 78253.

Send a photo of the clubhouse and gun club logo. These make interesting additions to your wrap up. At times space does not permit the use of all photos, but every effort will be made to include as much material as possible.

Remember

Assign a reporter before the shoot. Things get hectic and good intentions to remember events can remain only good intentions. An assigned individual can be prepared with a notepad and camera to cover the shoot and follow with a written article.

Rates

DISPLAY

B & W Rates	1st Month	2nd Month
One Page	\$500	\$250
2/3 Page	\$375	\$187
1/2 Page	\$285	\$142
1/3 Page	\$195	\$97
1/4 Page	\$155	\$77
1/6 Page	\$105	\$52

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	1st Month	2nd Month
One Page	\$745	\$372
2/3 Page	\$570	\$285
1/2 Page	\$435	\$217
1/3 Page	\$345	\$172
1/4 Page	\$280	\$140
1/6 Page	\$232	\$116

Bleed: No Additional Charge

SECOND MONTH RATE DISCOUNT REQUIREMENTS:

- Ad must remain the same with no changes
- Run in the same ad space in each issue
- Run in consecutive months

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.

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.

One Page	\$65
2/3 Page	\$65
1/2 Page	\$40
1/3 Page	\$40
1/4 Page	\$25
1/6 Page	\$25

Mechanicals & Printing Specifications

ELECTRONIC

- Files to be prepared on PC platform and supplied on CD or DVD.
- 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.
- 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% dot 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

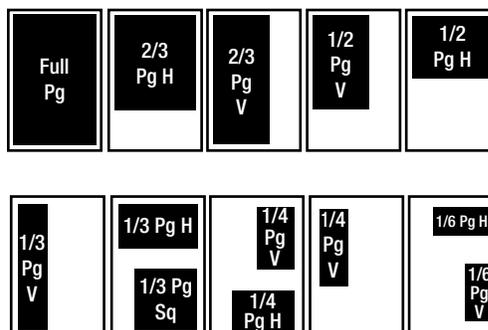
- Right reading, emulsion side down.
- Highlight areas must be 5% minimum, 10% maximum.
- Shadow areas must not exceed 80%.
- 150 line screen.
- Screen tints must be a minimum of 5% and a maximum of 80%.
- One high quality laser should accompany all negatives.

PRINTING/BINDING

- Web Press
- Saddle Stitch

DIMENSIONS

Full Page Bleed	8 1/2" x 11"
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 1/2"
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 NSSA World Shoot Program, NSCA World Sporting Clays Program, NSCA National Championship Program and Records Annual DO NOT count toward earned rates for frequency discount.

Special Publications

RECORDS ANNUAL

The official report of the 2008 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, competitors' scores, world records and All-American teams. It is distributed to all NSSA clubs and is available to all members of the NSSA.

SPECIAL ADVERTISING OPPORTUNITY FOR CLUBS ONLY:

Clubs may place an ad in the Club Directory section of the Records Annual. This is an excellent advertising opportunity. Many readers use this section for locations and addresses of local or out-of-state gun clubs. With a 1/6 page ad or larger, you can highlight your club and gain additional exposure. Clubs can also advertise upcoming shoots. What an easy way to let everyone know where the best shoots will be without breaking your budget.

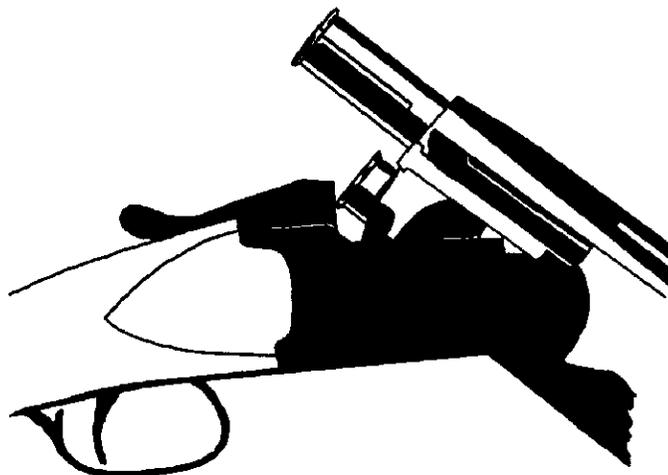
ADVERTISING RATES & PAGE DIMENSIONS

Size	Dimensions	Club Rate	Regular Rate
1 Page	7 1/4" x 9 3/4"	\$250	\$500
2/3 Page	4 5/8" x 9 3/4"	\$190	\$375
1/2 Page	4 3/4" x 7 1/4"	\$145	\$285
1/3 Page	2 1/4" x 9 3/4"	\$100	\$195
	7 1/4" x 3"	\$100	\$195
	4 3/4" x 4 3/4"	\$100	\$195
1/4 Page	4 3/4" x 3 5/8"	\$80	\$155
1/6 Page	4 3/4" x 2 1/4"	\$55	\$105

Bleed: No additional charge. Measurements should be 8 1/4" x 10 7/8".

ADVERTISING DEADLINE

Space Closing	March 2, 2009
Ads Requiring Typesetting	March 4, 2009
Camera-Ready Ads.....	March 6, 2009
Drop Date.....	March 30, 2009



Special Publications Continued

CHAMPIONSHIP PROGRAMS

WORLD SHOOT PROGRAM - (EVENT DATE - OCTOBER 2-10)

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.

WORLD SPORTING CLAYS & NATIONAL SPORTING CLAYS PROGRAMS (EVENT DATES - WORLD SPORTING APRIL 23-26 & NATIONALS OCT. 27 - NOV. 1)

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

ADVERTISING RATES & PAGE DIMENSIONS - B&W ADS

Page	Dimensions (wxh)	Club Rate	Regular Rate
Full Page Bleed	5 5/8" x 8 5/8"	\$406	\$506
Full Page	4 5/8" x 7 1/2"	\$406	\$506
1/2 Page (H)	4 5/8" x 3 1/2"	\$233	\$288
1/2 Page (V)	2 1/8" x 7 1/2"	\$233	\$288
1/3 Page (H)	4 5/8" x 2 1/4"	\$178	\$218
1/3 Page (V)	2 1/8" x 5"	\$178	\$218
1/4 Page (H)	4 5/8" x 1 3/4"	\$116	\$146
1/4 Page (V)	2 1/8" x 3 3/4"	\$116	\$146

Bleed should measure 5 5/8" x 8 5/8" (Trim size is 5 1/2" x 8 1/2").

ADVERTISING DEADLINE

World Sporting Clays Program: Distribution of 6,500

Space Closing.....January 26, 2009
 Camera-Ready Ads February 2, 2009
 Mail DateFebruary 18, 2009

World Shoot Program: Distribution of 4,000

Space Closing.....June 22 , 2009
 Camera-Ready AdsJuly 1 , 2009
 Mail DateJuly 17, 2009

NSCA Championship Program: Distribution of 4,000

Space Closing.....August 3, 2009
 Camera-Ready AdsAugust 10, 2009
 Mail Date August 26, 2009

2009 Editorial Calender

JANUARY

400 x 400 Listing

FEBRUARY

League & Sweepstakes Results
2008 High Average Leaders

MARCH

Top 100 Shoots of 2008
Honor Squad
All-American Teams
All-American Teams (Records Annual)

APRIL

High Volume Shooters
High Volume Clubs
Bonus Distribution:
World Sporting Clays Championship

MAY

Shot Show Product Review
Top All-American Profiles

JUNE

Master's Results
Spring Shooting Results

JULY

Top State Shoots

AUGUST

Top State Shoots

SEPTEMBER

Junior World Results
Top State Shoots

OCTOBER (on-grounds issue for World Shoot)

Hall of Fame Inductees
Club & Association of the Year
Major Shoot Results
Zone Results

Bonus Distribution:

World Shoot Championship

Bonus Distribution:

National Sporting Clays Championship

NOVEMBER

Zone & State Results
U.S. Open Skeet Results

DECEMBER

World Championship & Mini-World Results



* schedule is subject to change without notice

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

<i>Skeet Shooting Review</i>	36%
Club Programs	26%
State Association Website.....	14%
MYNSSA.com	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	19%
Chokes.....	13%
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.