

# The Shot Peener <sup>Celebrating</sup> 25<sup>th</sup> Year

## 2011 Space Reservation Form/Contract

No rate increases for 2011

Check desired ad size and frequency:

### Black & White Ad Rates

	Frequency Contract Discounts			
	1 Time	2 Times	3 Times	4 Times
Full Page	<input type="checkbox"/> \$747	<input type="checkbox"/> \$710	<input type="checkbox"/> \$675	<input type="checkbox"/> \$642
Half Page	<input type="checkbox"/> \$375	<input type="checkbox"/> \$356	<input type="checkbox"/> \$338	<input type="checkbox"/> \$320
Quarter Page	<input type="checkbox"/> \$187	<input type="checkbox"/> \$178	<input type="checkbox"/> \$170	<input type="checkbox"/> \$161

### 4-Color Ad Rates

	Frequency Contract Discounts			
	1 Time	2 Times	3 Times	4 Times
Back Cover*	<b>Reserved through Fall 2011</b>			
Inside Front Cover*	<b>Reserved through Summer 2012</b>			
Inside Back Cover*	<b>Reserved through Winter 2012</b>			
Full Page	<input type="checkbox"/> \$1122	<input type="checkbox"/> \$1065	<input type="checkbox"/> \$1012	<input type="checkbox"/> \$961
Half Page	<input type="checkbox"/> \$563	<input type="checkbox"/> \$535	<input type="checkbox"/> \$508	<input type="checkbox"/> \$483
Quarter Page	<input type="checkbox"/> \$281	<input type="checkbox"/> \$267	<input type="checkbox"/> \$253	<input type="checkbox"/> \$241

\*Covers are for full page, 4-color ads only.

**We do not offer an agency commission—  
these rates are non-commissionable.**

All rates are shown per insertion.

To obtain the protected issue rate the issues must be specified at the time the contract is accepted. Advertisers using less than the contracted space will be short-rated if they do not use the amount of space on which billing has been based within 2011. Advertisers are rate protected for the duration of their contract.

### Ad Placement

Fall 2011  Winter 2012  Spring 2012  Summer 2012

### Ad Materials

- Repeat ad from last year: \_\_\_\_\_ (Issue number)  
 Will send new materials (Please note closing dates)

Please print or attach your business card.

Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Issue Dates	Closing Dates	Publication Dates
Winter Issue .....	November 15 .....	January
Spring Issue .....	February 15 .....	April
Summer Issue .....	May 15 .....	July
Fall Issue .....	August 15 .....	October

### Digital Specifications

Digital advertising materials are required. The following file formats are acceptable: Print-ready PDF, EPS or TIF. If digital advertising materials are not in one of these formats, we may be able to convert the materials to an appropriate format for an additional service fee.

Email ad materials to [info.prose@yahoo.com](mailto:info.prose@yahoo.com)

### Ad Sizes

Full Page .....	7" x 10" (178 mm x 254 mm)
Full Page Bleed .....	8 1/4" x 11" (210 mm x 279 mm)
Live area .....	7 1/2" x 10 1/4" (190 mm x 260 mm)
Half Page (Horizontal) .....	6 3/4" x 4 5/8" (171 mm x 117 mm)
Half Page (Vertical) .....	3 3/8" x 9 1/2" (86 mm x 241 mm)
Quarter Page .....	3 3/8" x 4 5/8" (86 mm x 117 mm)
Magazine Dimensions .....	8" x 10 3/4" (203 mm x 273 mm)

### Payment

All invoices are due net 30 days.

### Design Services

Creative services are available from our advertising agency, InfoProse. Please contact Kathy Levy at [info.prose@yahoo.com](mailto:info.prose@yahoo.com) for a quote.

### Contact Information

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