

## COPY & CONTRACT REGULATIONS

- **NEW ADVERTISERS MAKE PAYMENT IN ADVANCE UNTIL CREDIT IS ESTABLISHED.**
- All Classified Advertising **MUST BE PAID IN ADVANCE.**
- When placing advertising, please specify space size and number of insertions.
- Advertising contracts are mailed to advertiser upon receipt of display advertising. **Signed contract to be returned to MUZZLE BLASTS within 5 days.**
- Publisher is not responsible for incorrect key lines.
- Cover ads are non-cancellable. All other advertising cancellable upon 30 days **written** notice, received prior to closing date.
- **Publisher reserves right to cancel advertising upon default of payment.** Invoices will be mailed no later than the 1st of the cover month, and are due and payable immediately upon receipt. Publisher should receive payment by the 15th of the cover month. Payments NOT received by the last day of the cover month will be considered PAST DUE. After 30 days, 1.5% service charge added per month on unpaid balance. Payments NOT received within 60 days of invoice date will be considered DELINQUENT. Payments NOT received within 90 days of invoice date will result in the advertising being cancelled and the account turned over to our collection agency.
- Ads are subject to Director of Publications's approval of content, display and illustration.
- All advertising appears purely on a non-endorsement basis by either the Publisher or the Editor. Advertiser assumes responsibility for the entire content of the ad submitted by him for publication in **MUZZLE BLASTS.**
- Advertiser is responsible for any claims or costs of litigation arising against him from advertising submitted for publication by him in **MUZZLE BLASTS.**

Please address inquiries and questions to:

### **Muzzle Blasts Advertising Department**

P.O. Box 67, Friendship, IN 47021

Package delivery address:

7436 S. Co. Rd. 575E, Versailles, IN 47042

(812) 667-5131 ext. 230 • Fax: (812) 667-5136

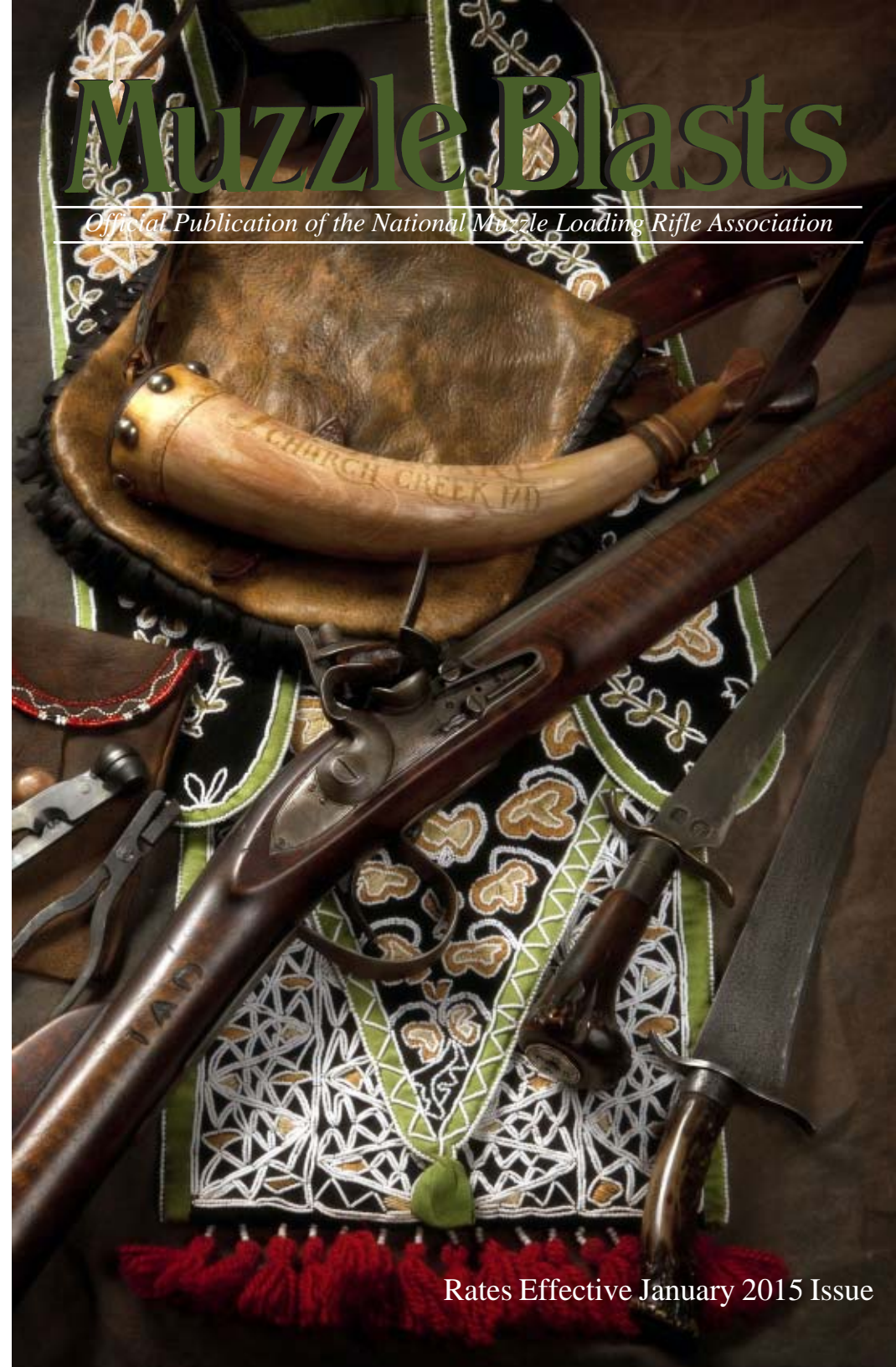
[www.NMLRA.org](http://www.NMLRA.org)

e-mail: [muzzleblastsads@nmlra.org](mailto:muzzleblastsads@nmlra.org)



# Muzzle Blasts

*Official Publication of the National Muzzle Loading Rifle Association*



Rates Effective January 2015 Issue

**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.

#### Display Rates

Size	1 Time	3 Times	6 Times	12 Times
Full Page	768.00	752.64	737.28	721.92
2/3 Page	508.00	497.84	487.68	477.52
1/2 Page	384.00	376.32	368.64	360.96
1/3 Page	256.00	250.88	245.76	240.64
1/4 Page	191.00	187.18	183.36	179.54
1/6 Page	155.00	151.90	148.80	145.70

1" Ads \$35.00 per column inch to 4", then to 1/6 page.

No discounts allowable on consecutive orders.

Inside pages are black and white.

#### Mechanical Requirements

Size	Width	Depth
1 Page	7 1/8"	9 1/2"
2/3 Page	4 5/8"	9 1/2"
1/2 Page	7 1/8"	4 5/8"
1/3 Page	2 1/8"	9 1/2"
	4 5/8"	4 5/8"
	7 1/8"	3 1/16"
1/4 Page	4 5/8"	3 1/2"
	7 1/8"	2 1/4"
	3 7/16"	4 5/8"
1/6 Page	2 1/8"	4 5/8"
	4 5/8"	2 1/4"

- Standard column width is 2 1/8" • Column depth is 9 1/2".
- 3 columns to a standard page. (Some pages are 2 columns of 3 7/16").
- Halftones: 133 line screen; 150 line screen for color covers.
- Printed by web offset. Trim size 8 1/4" x 10 5/8".
- Bleed pre-trim 8 1/2" x 10 7/8".
- Advertiser to furnish artwork and reproduction proof, PMT, or color print.
- Supported File Formats: PC – Adobe InDesign, Pagemaker 7, Adobe Photoshop, CorelDraw, TIF, JPEG, EPS, PDF. Mac files may incur additional processing fee.

#### Inside Advertising Closing Dates

Issue	Ads Due	Issue	Ads Due	Issue	Ads Due
January	Nov. 15	May	March. 15	September	July 15
February	Dec. 15	June	April. 15	October	Aug. 15
March	Jan. 15	July	May 15	November	Sept. 15
April	Feb. 15	August	June 15	December	Oct. 15

#### Charges

A 20% of "one time" rate is added...

- Monthly for preferred position
- Monthly for bleed ads.
- One time for ads not received camera ready.

#### Blow-In and Bind-In

Details upon request.

#### Covers

##### 2nd (Inside Front) and 3rd (Inside Back) Covers

Colors	1 Time	3 Times	6 Times	12 Times
4/C	1427.00	1398.46	1369.92	1341.38
2/C	1083.00	N/A	N/A	N/A
1/C	960.00	N/A	N/A	N/A

##### 4th Cover (Outside Back)

4/C	1581.00	1549.38	1517.76	1486.14
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2nd and 3rd Covers available to full page advertisers in two and one colors on a space available basis only. No additional discounts will be allowed on these special insertions. 4th Cover available in FOUR COLOR ONLY. Advertiser to furnish color separations for two and four color ads. Negatives - right reading - emulsion down. **Digital files accepted. Advertiser to provide color proof.**

#### Cover Closing Dates

Issues	Ads Due	Issues	Ads Due
Jan. & Feb. ....	Nov. 1st	July & Aug. ....	May 1st
Mar. & Apr. ....	Jan. 1st	Sept. & Oct. ....	July 1st
May & June ....	March 1st	Nov. & Dec. ....	Sept. 1st

Two issue covers printed at the same time.

#### Classified Advertising

- 55 cents per word with a minimum of 15 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 product each item and each price.
- Specify heading, i.e., For Sale, Clothing, Supplies, etc.
- **ALL CLASSIFIED ADVERTISING MUST BE PAID IN ADVANCE.**

#### Agency Commission

A 10% commission is granted ONLY to recognized advertising agencies having a separate and distinct business identity. In-house agencies must be identified as such and will be granted a 7% commission. Agencies must submit camera-ready art or "trouble free" disk to receive agency discount. **Invoice must be paid within 30 days from invoice date to receive agency commission.**

#### Business Memberships

Advertisers supporting the National Muzzle Loading Rifle Association through direct membership will receive a 5% discount on their invoices. (Business member dues for 2014/15 fiscal year are \$250). Business member discounts will be forfeited on all invoices unpaid over 30 days from date of invoice.

#### Discounts

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

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