



ADVERTISE IN THE OFFICIAL
EVENT PROGRAM



31st Annual

★ **June 16th-24th, 2012** ★
Founders Ranch, New Mexico

More than 750 included in the Conventioneer and Sponsor Packets.
Inserted into the shooters packet.
Available to 25,000 potential spectators and participants.
Distributed by The Single Action Shooting Society.



- ★ **ALL SASS MEDIA PACKETS THROUGHOUT THE YEAR** ★
- ★ **ALL SASS SPONSORSHIP CORRESPONDENCE** ★
- ★ **AVAILABLE THROUGH THE SASS MERCANTILE** ★
- ★ **ALL SASS ATTENDED GUN SHOWS AND WESTERN EVENTS** ★

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page
4 Color	\$1000	\$750	\$600	\$550	\$450	N/A
B & W	\$700	\$550	\$450	\$400	\$300	\$225

Ad Reservation Deadline: May 1
Artwork and Payment Deadline: May 12

END of TRAIL

Event Program - Glossy Magazine

Mechanical Requirements

Printing: Sheet-fed
Binding: Saddle-Stitch Standard

Space Units

	Width	Height
Full page non-bleed	7 3/8"	9 3/4"
2/3 page horizontal	7 3/8"	7"
2/3 page vertical	4 3/4"	9 3/4"
1/2 page horizontal	7 3/8"	4 7/8"
1/2 page vertical	3 5/8"	9 3/4"
1/4 page	3 5/8"	4 7/8"
1/4 page horizontal	7 3/8"	2 3/8"
1/4 page vertical	2 3/8"	9 3/4"
1/3 page vertical	2 3/8"	9 3/4"
1/8 page horizontal	3 5/8"	2 3/8"

Bleed Units (pre-trim)

Spread	16 3/4"	10 3/4"
Full page	8 1/2"	10 3/4"
1/2 page	8 1/2"	5 1/8"

Note: Live matter on bleed units must be kept 1/4" from all outside edges and gutter.

Trim Size: 8 1/4" X 10 1/2".

Bleed

No charge for bleed on full pages or spreads. Head and foot trim 3/16". Full 1/8" bleed on head, face and trim. For 2/3, 1/2 and 1/3 bleed page units add 10% to applicable rate.

Ad sizes are based on a 4 column format. The rate schedule reflects maximum dimensions. We will print your existing ad with smaller dimensions than those shown on an "island" insertion and charge for the space which is closest (over size) to your actual ad dimensions.

CTP - The SASS END of TRAIL Event Program is a Computer-To-Plate publication. Please submit camera ready copy or complete ads on CD in TIF, PDF (Acrobat Distilled) or EPS format (200 dpi for halftone, 600 dpi for lineart). Film is not accepted. Quark Express on a Macintosh computer is used to build the Event Program.

For Publisher built ads: A complete, rough layout indicating all elements and information of key importance is required. The publisher reserves the right to vary from a supplied layout in order to maximize efficiency and appeal. Standard typeface and borders will be used unless other is supplied to exact size. Publisher built ads will be billed to the advertiser at 15% of the one-time rate for the size ad being built (\$25.00 minimum charge).

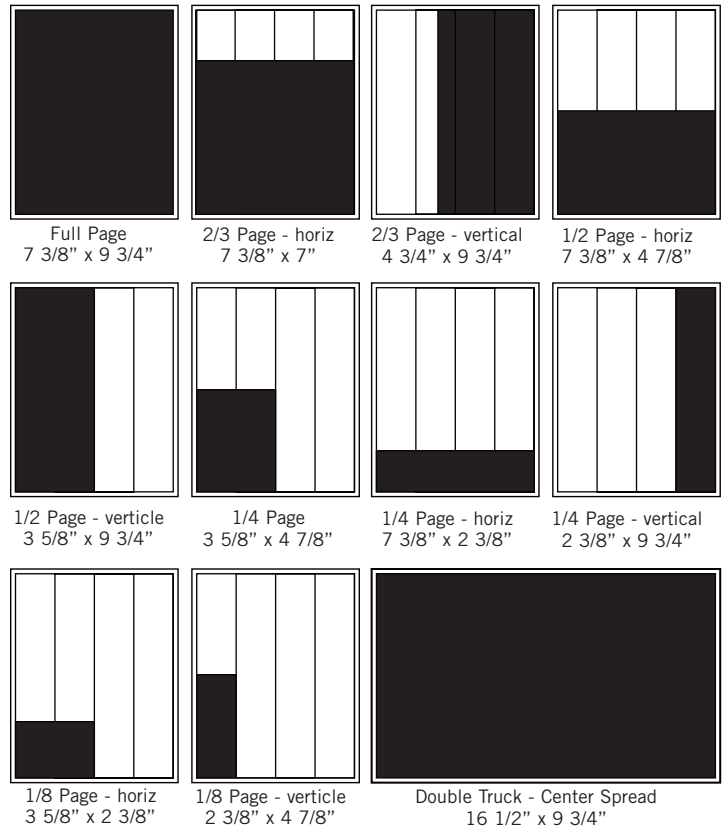
Shipping Instructions

Send all materials to:

END of TRAIL Event Program
215 Cowboy Way
Edgewood, New Mexico 87015
(505) 843-1320; Fax (877) 770-8687

Terms

Ad reservation deadline is May 1. Payment in full and artwork is due by May 12. All advertising must be paid in full by deadline unless special arrangements have been made with publisher. Make checks payable to END of TRAIL.



END of TRAIL 2012 Event Program Insertion Order

Advertiser _____

Agency _____

Address _____

Address _____

City _____

City _____

State _____ Zip _____

State _____ Zip _____

Contact _____

Contact _____

Phone _____ Fax _____

Phone _____ Fax _____

Email _____

Email _____

Ad Reservation Information

Page Size _____

Dimensions _____

Ad Rate Space Charge _____

Production Charge* _____

*Production charge prices will be quoted by publisher. Call for rates.

Premium Placement Rate _____

Color Rate _____

Total Charges _____

Sponsor _____

Vendor _____

Special Placement Request _____

Special Instructions _____



AD RESERVATION DEADLINE: MAY 1
ARTWORK AND PAYMENT DEADLINE: MAY 12

Send Check or Money Order payable to

END of TRAIL



or indicate payment by Visa Mastercard American Express Discover

Credit Card Account Number

Expiration date

Cardholder's signature

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(505) 843-1300 • Fax (877) 770-8687