

# 2018 MEDIA KIT

Single Action Shooting Society®

## SASS Advertising Opportunities



**Premium Homepage**  
**[www.sassnet.com](http://www.sassnet.com)**

THE HOME OF COWBOY ACTION SHOOTING™

**THE SASS®**  
**MARKETPLACE**

Online Resource Marketplace

**THE Cowboy**  
**CHRONICLE**

AMERICA'S LEADING QUARTERLY PUBLICATION  
DEDICATED TO COWBOY ACTION SHOOTING™

215 COWBOY WAY • EDGEWOOD, NM 87015  
(505) 843-1320 • FAX (877) 770-8687  
[WWW.SASSNET.COM](http://WWW.SASSNET.COM)

# SASS Advertising Opportunitites

**www.sassnet.com - Site Metrics**

Sessions: 1,813,988/annually – 151,165/monthly  
 Total Page views: 22,047,162/annually – 1,837,263/monthly  
 Unique Homepage Page views: 1,816,104/annually – 151,342/monthly  
 Average Session Duration: 7:18  
 73.4% Return Visitors  
 26.6% New Visitors

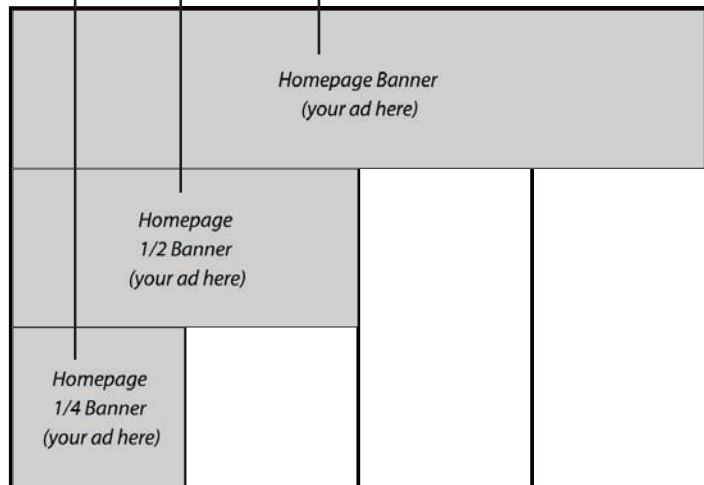
**Visitor Demographics**

Male: 88.6%  
 Female: 11.4%  
 US: 94.95%  
 International: 5.05%  
 Age: (18-24): 5.54% (25-34): 12.21% (35-44): 12.27%  
 (45-54): 20.28% (55-64): 25.74% (65+): 23.96%  
 \*All metric averages via analytics term: Oct 1 2016 to Oct 1 2017

## Premium Homepage — Limited Space! www.sassnet.com

- Premium Homepage Full Banner - 4 blocks
- Premium Homepage 1/2 Banner - 2 blocks
- Premium Homepage 1/4 Banner - 1 block

See Rates for Details



**Banner Specs** (width x height)

- Full Banner — 980 x 224 pixels
- 1/2 Banner — 490 x 224 pixels
- 1/4 Banner — 245 x 224 pixels





## SASS Marketplace

The SASS® Marketplace is the ultimate online resource for SASS® members, shooters of all shooting sports, firearm and western enthusiasts, outdoorsmen, hunters, collectors, and all things Cowboy!

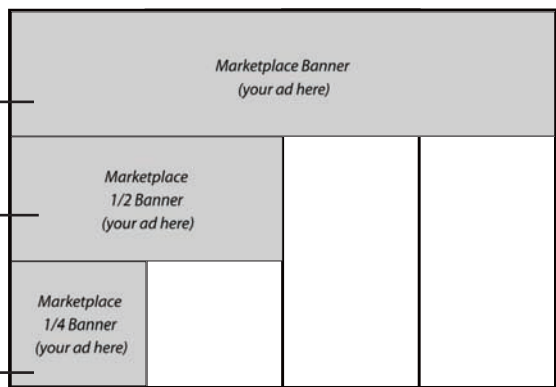
Several listing options are available in the SASS® Marketplace to fit your advertising budget.

### Featured Business Ad Placement (Top of the SASS Marketplace Page) — Limited Space!

Marketplace Full Banner - 4 blocks (980 x 224 pixels)

Marketplace 1/2 Banner - 2 blocks (490 x 224 pixels)

Marketplace 1/4 Banner - 1 block (245 x 224 pixels)



## Marketplace Business Listing

Includes top placement in each appropriate category/department (up to 3 categories/departments)

**Logo      Business Name, Description, Contact Information      Business/Website Link**

### RATES

	1 mo.	*CPM	3 mos.	*CPM	6 mos.	*CPM	12 mos.	*CPM
Premium Homepage Full Banner	\$1000	\$6.60	\$2850	\$6.27	\$5500	\$6.05	\$10000	\$5.50
Premium Homepage 1/2 Banner	\$600	\$3.96	\$1750	\$3.85	\$3400	\$3.74	\$6700	\$3.68
Premium Homepage 1/4 Banner	\$350	\$2.31	\$1000	\$2.20	\$1800	\$1.98	\$3500	\$1.92
Marketplace Featured Business Ad – Full Banner	\$750	\$4.89	\$2150	\$4.68	\$4200	\$4.57	\$8200	\$4.46
Marketplace Featured Business Ad – 1/2 Banner	\$400	\$2.61	\$1100	\$2.39	\$2100	\$2.28	\$4000	\$2.17
Marketplace Featured Business Ad – 1/4 Banner	\$325	\$2.12	\$950	\$2.06	\$1800	\$1.95	\$3300	\$1.79
Marketplace Business Listing	\$175	\$1.14	\$500	\$1.08	\$950	\$1.03	\$1750	\$.95¢

\*CPM Rate is the Cost per 1000 Impressions

## SASS Marketplace Categories/Departments

- Accessories
- Ammunition
- Clothing
- Entertainment
- Firearms
- Firearm Accessories
- Gun Carts
- Hunting
- Knives
- Range Supplies
- Reloading
- Services
- Targets
- Travel
- Western Lifestyle



**Single Action Shooting Society®**  
Phone: 505.843.1320 / Fax: 877.770.8687  
www.sassnet.com



# THE **Cowboy** **CHRONICLE**

Published Quarterly Magazine

## Editorial Impact

**The Cowboy Chronicle** is produced by SASS® four times a year (January, April, July, October) in 8-1/2" X 10-7/8" slick magazine format and is distributed to the Single Action Shooting Society® (SASS®) membership. Copies in PDF format are also available electronically at the SASS® website, [www.sassnet.com](http://www.sassnet.com).

With a loyal readership of more than 75,000, **The Cowboy Chronicle** is the definitive guide to Cowboy Action Shooting™. Each issue is close to 100 pages of editorial, product, and service information. **The Cowboy Chronicle** provides the most up to date information on the sport of Cowboy Action Shooting™, the laws that affect us, and timely information on SASS® Affiliated clubs' monthly and annual matches. It keeps our members current and informed- and is chock full of useful information, resources, and activities.

**Frequency:** 4 issues per year – January/April/July/October

**Readership:** 75,000+

**Paid Circulation:** 30,000

**Distribution:** **The Cowboy Chronicle** is provided directly to all SASS® Members. In addition, the publication is sent in response to membership inquiries, is made available to over 600 SASS® Affiliated Clubs, Merchants, and is handed out at select trade shows, gun shows, and Western lifestyle events. **The Cowboy Chronicle** is also available in an on-line, pdf version available to non-SASS members; greatly increasing the official readership and circulation figures indicated above.

### **Publishers**

The Wild Bunch

### **Editor-in-Chief**

Skinny

### **Advertising Sales Representative**

Square Deal Jim



**Single Action Shooting Society®**  
Phone: 505.843.1320 / Fax: 877.770.8687  
[www.sassnet.com](http://www.sassnet.com)

# Advertising Rates

## Cowboy Chronicle Ad Rates

	full page	3/4 page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	back cover	inside front	inside back
<b>1X RATE</b>	\$3900	\$3350	\$2800	\$2295	\$1725	\$1445	\$1230	\$4950	\$4500	\$4500
<b>4X RATE</b>	\$3510	\$3015	\$2520	\$2065	\$1550	\$1300	\$1100	\$4450	\$4050	\$4050

## Cowboy Chronicle General Store Ad Rates

	4 column Inches	3 column Inches	2 column Inches	1 column Inch
<b>1X RATE</b>	\$152	\$114	\$76	\$38
<b>4X RATE</b>	\$137	\$102	\$69	\$34

**Guaranteed Positions** add 15% to the cost of each insertion.

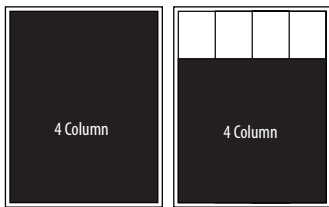
**Cancellations must be received in writing on or before the reservation deadline.**

**Short rates may apply.**

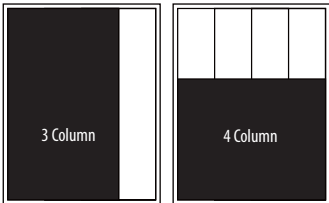
*For more information please contact Square Deal Jim  
410.531.5456 / jim@sassnet.com*



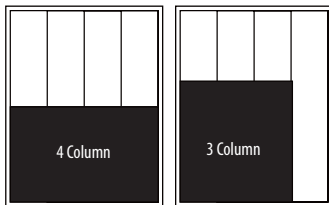
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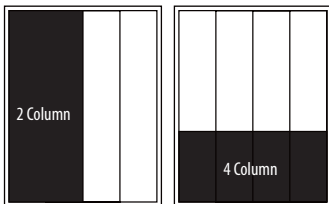
Full Page - 4 Column 8.5" x 10.875"  
3/4 Page - 4 Column 7.5" x 7.5"



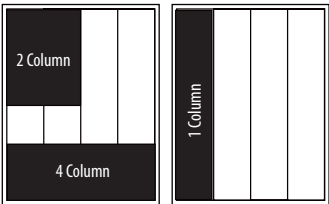
3/4 Page - 3 Column 4.9444" x 9.875"  
2/3 Page - 4 Column 7.5" x 6.375"



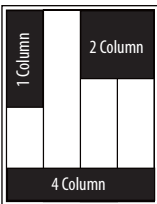
1/2 Page - 4 Column 7.5" x 4.75"  
1/2 Page - 3 Column 4.9444" x 5.625"



1/2 Page - 2 Column 3.7153" x 9.875"  
1/3 Page - 4 Column 7.5" x 3.0769"



1/4 Pg - 2 Col 3.7153" x 4.875"  
1/4 Pg - 4 Col 7.5" x 2.375"  
1/4 Page - 1 Column 1.8577" x 9.875"



1/6 Page - 1 Column 1.8577" x 4.8725"  
1/6 Page - 2 Column 3.7153" x 3.125"  
1/6 Page - 4 Column 7.5" x 1.5385"

# Ad Dimensions

## Publication Trim Size is 8 1/2" x 10 7/8" (8.5" x 10.875")

All materials must be submitted according to specifications below.

### Ad Dimensions (width is given as the first dimension)

	<i>width x height</i>
<b>Two Page Spread (w/Bleed)</b> .....	17" x 10.875" with .25" bleeds
<b>Full Page (w/Bleed)</b> .....	8.5" x 10.875" with .25" bleeds
<b>3/4 Page – 4 Column Wide</b> .....	7.5" x 7.5"
<b>3/4 Page – 3 Column Wide</b> .....	4.9444" x 9.875"
<b>2/3 Page – 4 Column Wide</b> .....	7.5" x 6.375"
<b>1/2 Page – 4 Column Wide</b> .....	7.5" x 4.75"
<b>1/2 Page – 3 Column Wide</b> .....	4.9444" x 5.625"
<b>1/2 Page – 2 Column Wide</b> .....	3.7153" x 9.875"
<b>1/3 Page – 4 Column Wide</b> .....	7.5" x 3.0769"
<b>1/4 Page – 4 Column Wide</b> .....	7.5" x 2.375"
<b>1/4 Page – 2 Column Wide</b> .....	3.7153" x 4.875"
<b>1/4 Page – 1 Column Wide</b> .....	1.8577" x 9.875"
<b>1/6 Page – 4 Column Wide</b> .....	7.5" x 1.5385"
<b>1/6 Page – 2 Column Wide</b> .....	3.7153" x 3.125"
<b>1/6 Page – 1 Column Wide</b> .....	1.8577" x 4.8725"

### General Store (Bought by the Column Inch)

<b>4 Column Inches Ad</b> .....	1.8577" x 4"
<b>4 Column Inches Ad</b> .....	3.7153" x 2"
<b>4 Column Inches Ad</b> .....	7.5" x 1"
<b>3 Column Inches Ad</b> .....	1.8577" x 3"
<b>3 Column Inches Ad</b> .....	3.7153" x 1.5"
<b>3 Column Inches Ad</b> .....	4.9444" x 1"
<b>2 Column Inches Ad</b> .....	1.8577" x 2"
<b>2 Column Inches Ad</b> .....	3.7153" x 1"
<b>1 Column Inch Ad</b> .....	1.8577" x 1"

### For more information please contact:

Square Deal Jim  
410.531.5456  
jim@sassnet.com



**Single Action Shooting Society®**  
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www.sassnet.com

# Mechanical Requirements

## File Requirements

### High-Quality Print PDF – PREFERRED FORMAT

- Save as CMYK or Grayscale
- High-resolution images — 300dpi

### Adobe Illustrator CS4 or newer

- Save as PDF
- Convert text to paths or outlines
- Save as CMYK or Grayscale

### Adobe Photoshop CS4 or newer

- Save as PDF OR JPEG
- Construct ad at 300 dpi
- Save as CMYK or Grayscale

### Graphics

- Save as CMYK or Grayscale
- Adobe Illustrator or PDF images preferred
- Resolution: 300 dpi for photos, 600 dpi for bitmap
- Digital cameras: set camera's resolution at it's highest setting or 1600 x 1200 pixels
- For full page ads make sure bleeds extend to 0.25"

### Fonts

- Adobe Illustrator files should have fonts converted to outlines
- No PC fonts please — Supply ad as high-resolution PDF, or outlined Adobe Illustrator file

\* We will convert all artwork to CMYK if submitted in RGB format.

## Build Ads

The Single Action Shooting Society® and **The Cowboy Chronicle** are equipped to help those advertisers in need of design and production services.

**Should you need assistance give "Square Deal Jim" a call at 410.531.5456** and we'll build your ad for you—as well as provide a digital proof for your approval prior to the publication.

## Where to Send:

We prefer you submit your ad via Email

**Email: jim@sassnet.com**

Please submit artwork at actual size, 300dpi, CMYK, and in PDF or JPG format.

### By Mail:

SASS Cowboy Chronicle  
215 Cowboy Way  
Edgewood, NM 87015

**For more information  
please contact:**

*Square Deal Jim*  
410.531.5456  
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# 2018 Publishing Schedule

Winter	Spring
Space Reservation: Nov 6 Ad Materials Due: Nov 10 Payments Due: Nov 10 Publication Mailed: Jan 1	Space Reservation: Feb 5 Ad Materials Due: Feb 9 Payments Due: Feb 9 Publication Mailed: Apr 1
Summer	Fall
Space Reservation: May 7 Ad Materials Due: May 11 Payments Due: May 11 Publication Mailed: Jul 1	Space Reservation: Aug 6 Ad Materials Due: Aug 10 Payments Due: Aug 10 Publication Mailed: Oct 1
Winter 2019	
Space Reservation: Nov 5 Ad Materials Due: Nov 9 Payments Due: Nov 9 Publication Mailed: Jan 1	

If any deadline falls on a weekend or holiday, the business day prior would be applicable.  
 Space reservation is 45 days before date of issue. Completed insertion order must be received.  
 Artwork and payment must be received by the SASS® office by deadlines listed.

**\*Prepayment is required prior to printing. Failure to provide payment by deadline will result in your ad being bumped from the issue.**

*For more information please contact Square Deal Jim  
 410.531.5456 / jim@sassnet.com*





# Terms & Conditions

## COPY & CONTRACT POLICIES

**A.** PUBLISHER and/or The Single Action Shooting Society (SASS) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or SASS reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or SASS, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or SASS for the short-rate within 30 days of invoice therefore.

**B.** Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or SASS and may be inserted and charged for at the actual schedule of rates.

**C.** Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or SASS may, at their sole discretion, so label such copy.

**D.** In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or SASS's liability shall not exceed a refund of amounts paid to PUBLISHER or SASS for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor SASS is responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor SASS will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

**E.** All issues relating to advertising will be governed by the laws of the State of New Mexico applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in New Mexico and the parties hereby consent to the jurisdiction of such courts.

**F.** The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or SASS, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy.

## BILLING & CREDIT

Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, and Discover are accepted for payment. Make checks payable to The Single Action Shooting Society. Returned checks will be subject to penalties pursuant to New Mexico law. Credit card number, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Prepayment is required prior to printing. Failure to provide payment by deadline will result in your ad being bumped from the issue.

**G.** In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

**H.** The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or SASS, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or SASS. The rights of PUBLISHER or SASS shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

**I.** The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or SASS, nor may the Advertiser or Agency authorize any others to

use any advertising space.

**J.** PUBLISHER reserves the right to use any of the commercially accepted printing processes.

**K.** The Advertiser and/or Agency agrees to reimburse PUBLISHER or SASS for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

**L.** The copyright in any unpublished advertisement created by SASS is owned by SASS, and may not be otherwise used by the Advertiser without SASS's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at SASS's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

**M.** Rates and units of space are effective with the January 2019 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

**N.** The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or SASS and the Advertiser and/or Agency. Neither PUBLISHER nor SASS has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or SASS, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or SASS.

**O.** Any cancellation prior to the completion of a 4X rate contract will be billed for the difference of the 1x rate for any ad fulfillments completed prior to cancellation.

**No cancellations will be accepted after space reservation deadline.**

**Cancellations must be received in writing on or before space reservation deadline.**

**Payment must be received by deadline to ensure ad publication.**



**ADVERTISER/BRAND/CLUB NAME:**

**AGENCY OR BILL TO:** (if different from advertiser)

Advertiser Name: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Website: \_\_\_\_\_

Email (required): \_\_\_\_\_

Email (required): \_\_\_\_\_

**BILL TO:**  Advertiser  Agency ADV No. /P.O. \_\_\_\_\_

**PREMIUM HOME PAGE AD SIZES AND RATES**

	1 month	3 months	6 months	12 months
Full Banner (4 blocks of ad space)—980 W x 224 H pixels	\$1000	\$2850	\$5500	\$10000
½ Banner (2 blocks of ad space)—490 W x 224 H pixels	\$600	\$1750	\$3400	\$6700
¼ Banner (1 block of ad space)—245 W x 224 H pixels	\$350	\$1000	\$1800	\$3500

**AD INFORMATION**

Premium Homepage Ad Size	Months	Ad Materials	TOTAL
<input type="checkbox"/> Full Banner <input type="checkbox"/> 1/2 Banner <input type="checkbox"/> 1/4 Banner	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 12	<input type="checkbox"/> New <input type="checkbox"/> Pick Up	
<input type="checkbox"/> Full Banner <input type="checkbox"/> 1/2 Banner <input type="checkbox"/> 1/4 Banner	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 12	<input type="checkbox"/> New <input type="checkbox"/> Pick Up	
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Bill Monthly  Bill for All Insertions  Guaranteed positions add 15% **TOTAL:** \_\_\_\_\_

**MATERIALS (submission)**  Emailed to jim@sassnet.com  Disk mailed to the SASS Office

**PAYMENT METHOD**

Total Enclosed \$ \_\_\_\_\_  Check  Money Order (Payable to The Single Action Shooting Society®)

Charge Amount \$ \_\_\_\_\_  MC  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

For more information please contact: Square Deal Jim at 410.531.5456 / jim@sassnet.com



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# Insertion Order

**ADVERTISER/BRAND/CLUB NAME:**

**AGENCY OR BILL TO:** (if different from advertiser)

Advertiser Name: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Website: \_\_\_\_\_

Email (required): \_\_\_\_\_

Email (required): \_\_\_\_\_

**BILL TO:**     Advertiser     Agency    ADV No. /P.O. \_\_\_\_\_

**SASS MARKETPLACE AD SIZES AND RATES**

	1 month	3 months	6 months	12 months
Full Banner (4 blocks of ad space)—980 W x 224 H pixels	\$750	\$2150	\$4200	\$8200
½ Banner (2 blocks of ad space)—490 W x 224 H pixels	\$400	\$1100	\$2100	\$4000
¼ Banner (1 block of ad space)—245 W x 224 H pixels	\$325	\$950	\$1800	\$3300
Marketplace Business Listing	\$175	\$500	\$950	\$1750

**AD INFORMATION**

SASS Marketplace Ad Size	Months	Ad Materials	TOTAL
<input type="checkbox"/> Full Banner <input type="checkbox"/> 1/2 Banner <input type="checkbox"/> 1/4 Banner	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 12	<input type="checkbox"/> New <input type="checkbox"/> Pick Up	
<input type="checkbox"/> Full Banner <input type="checkbox"/> 1/2 Banner <input type="checkbox"/> 1/4 Banner	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 12	<input type="checkbox"/> New <input type="checkbox"/> Pick Up	
<input type="checkbox"/> Marketplace Business Lisitng	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 12	<input type="checkbox"/> New <input type="checkbox"/> Pick Up	
<input type="checkbox"/> Marketplace Business Lisitng	<input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> 6 <input type="checkbox"/> 12	<input type="checkbox"/> New <input type="checkbox"/> Pick Up	

Bill Monthly     Bill for All Insertions     Guaranteed positions add 15%    **Total:** \_\_\_\_\_

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**PAYMENT METHOD**

Total Enclosed \$ \_\_\_\_\_     Check     Money Order (Payable to The Single Action Shooting Society®)

Charge Amount \$ \_\_\_\_\_     MC     VISA     AMEX     Discover

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Cardholder Signature \_\_\_\_\_



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**ADVERTISER/BRAND/CLUB NAME:**

**AGENCY OR BILL TO:** (if different from advertiser)

Advertiser Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Email (required): \_\_\_\_\_

Agency Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Email (required): \_\_\_\_\_

**BILL TO:**  Advertiser  Agency ADV No./P.O. \_\_\_\_\_

**COWBOY CHRONICLE AD SIZES AND RATES**

	full page	3/4 page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	back cover	Inside front	Inside back
<b>1X RATE</b>	\$3900	\$3350	\$2800	\$2295	\$1725	\$1445	\$1230	\$4950	\$4500	\$4500
<b>4X RATE</b>	\$3510	\$3015	\$2520	\$2065	\$1550	\$1300	\$1100	\$4450	\$4050	\$4050

**GENERAL STORE AD SIZES AND RATES**

	4 column Inches	3 column Inches	2 column Inches	1 column Inch
<b>1X RATE</b>	\$152	\$114	\$76	\$38
<b>4X RATE</b>	\$137	\$102	\$69	\$34

**AD INFORMATION**

Issue//Year	Ad Location	Rate	Ad Size	Ad Materials	TOTAL
	<input type="checkbox"/> Chronicle <input type="checkbox"/> General Store	<input type="checkbox"/> 1X <input type="checkbox"/> 4X		<input type="checkbox"/> New <input type="checkbox"/> Pick Up <input type="checkbox"/> Build	
	<input type="checkbox"/> Chronicle <input type="checkbox"/> General Store	<input type="checkbox"/> 1X <input type="checkbox"/> 4X		<input type="checkbox"/> New <input type="checkbox"/> Pick Up <input type="checkbox"/> Build	
	<input type="checkbox"/> Chronicle <input type="checkbox"/> General Store	<input type="checkbox"/> 1X <input type="checkbox"/> 4X		<input type="checkbox"/> New <input type="checkbox"/> Pick Up <input type="checkbox"/> Build	
	<input type="checkbox"/> Chronicle <input type="checkbox"/> General Store	<input type="checkbox"/> 1X <input type="checkbox"/> 4X		<input type="checkbox"/> New <input type="checkbox"/> Pick Up <input type="checkbox"/> Build	

Bill Monthly  Bill for All Insertions  Guaranteed positions add 15% **Total:** \_\_\_\_\_

**MATERIALS (SUBMISSION)**  Emailed to jim@sassnet.com  Disk mailed to the SASS Office

In the absence of material instructions prior to ad close, ad will be picked up from previous issue. All cancellations or changes must be made in writing prior to ad close. The above schedule of space is placed in accordance with the terms and provisions of your rate card with which I/we are familiar, and which automatically shall become a part of this agreement. Please contact your sales representative should you

need a copy.

Advertiser agrees to honor its advertising commitment as set forth in this contract and any applicable insertion order. In the event advertiser does not honor its full advertising commitment as contained in this contract and any applicable insertion order, SASS® and The Cowboy Chronicle reserves the right to (i) shortrate or

charge the advertiser the undiscounted rate for those advertisements and (ii) renege on any commitments or incentives made in reliance on Advertiser's full advertising commitment as set forth in this contract and any applicable insertion order. SASS® & the Single Action Shooting Society® further reserves its right to enforce its rights under this contract and any applicable insertion order.

**PAYMENT METHOD**

Total Enclosed \$ \_\_\_\_\_  Check  Money Order (Payable to The Single Action Shooting Society®)

Charge Amount \$ \_\_\_\_\_  MC  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Cardholder Signature \_\_\_\_\_



**Single Action Shooting Society®**  
 Phone: 505.843.1320 / Fax: 877.770.8687  
 www.sassnet.com

For more information please contact: Square Deal Jim at 410.531.5456 / jim@sassnet.com