



# NRA

December 9, 2008

Dear Business Owner:

With the 2009 NRA Rifle & Pistol Championships at Camp Perry only a short time away, we are inviting you to take part in this historical event. We would like to offer you the opportunity to reach over 5,000 competitive shooters, coaches, juniors, and volunteers by advertising in our Advertising and Information Book.

This book includes an event calendar, information pertaining to the Port Clinton area, vendor coupons and discounts for vendors across the nation, and is given to every visitor upon arrival at the National Rifle & Pistol Championships at Camp Perry. These championships are held over a six-week period every year from July through August. We encourage you to take advantage of this affordable opportunity to promote your business, club, or team, while at the same time benefiting the Volunteer Corps Program. That's right, 100% of all ad revenue, after book production, goes to benefit and support the volunteers who run the matches.

I encourage you to take advantage of this affordable opportunity to attract all Camp Perry visitors and their families to your business or club. Please remember that if you include coupons in your advertisement, or if you have advertised with us in the past, you are entitled to a discount for your advertisement.

Sincerely,

*Beth Epley*

Beth Epley  
 Manager, Tournament Resources  
 NRA Competitive Shooting Division



# ADVERTISING & INFORMATION BOOKLET 2009

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

Company: \_\_\_\_\_

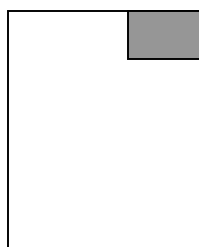
Address: \_\_\_\_\_

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

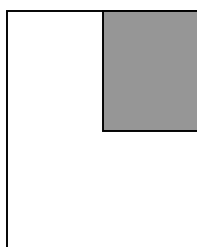
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

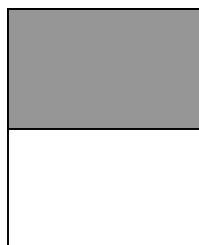
For Confirmation & Advertising & Information Booklet Correspondence Only; All information is for NRA Competitive Shooting Staff use only



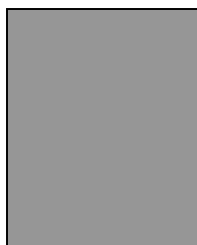
**Business Card**  
2" h x 3.5" w



**1/4 Page**  
4.5" h x 3.5" w



**1/2 Page**  
5.5" h x 8" w



**Full Page**  
10.25" h x 8" w

### Ad Buys

- \*3 lines text only \$50
- Business Card \$100
- 1/4 Page \$150
- 1/2 Page \$250
- Full Page \$300
- Inside Front Cover \$400
- Inside Back Cover \$400
- Back Cover \$500

*(Color is additional)*

- Color** \$50

**Questions? Contact Tournament Resources Dept. At 703-267-1485  
Or volunteer@nrahq.org**

**\*PLEASE FILL OUT THE BACK OF THIS FORM FOR TEXT ONLY ADS\***

## ALL AD MATERIALS MUST BE SUBMITTED BY MAY 30, 2009

All artwork digitally submitted [preferred method] must be in EPS, PDF or TIF format. Artwork may be submitted in hard copy form and will be scanned into digital form. NRA does not guarantee the quality of work if not submitted digitally in EPS, PDF or TIF format.

**PLEASE RETURN THIS FORM WITH PAYMENT TO:**

**National Rifle Association  
Attn: Ad & Info Book  
11250 Waples Mill Rd.  
Fairfax, VA 22030**

**Or by Fax to: 703-267-3941**

Ad Buy: \$ \_\_\_\_\_  
Color: \$ \_\_\_\_\_  
Subtotal: \$ \_\_\_\_\_

Including Coupons? Subtract \$20  
Previous Advertiser? Subtract \$10

Ad Buy Total: \$ \_\_\_\_\_

Payment Method:  Check (Made out to National Rifle Association – Camp Perry)  
 Credit Card:  American Express  Discover  MasterCard  Visa

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please note that the NRA **will not retain** your credit card information / PLEASE FILL OUT THE BACK OF THIS FORM FOR TEXT ONLY ADS

TEXT ONLY ADS (Your text will be placed in a 3.5" x 2" ad space) – Please write/print legibly

Font Type:     BLOCK     Upper & Lower     *Script*

Line One: \_\_\_\_\_ Size:  LG  Med  Sm

Line Two: \_\_\_\_\_ Size:  LG  Med  Sm

Line Three: \_\_\_\_\_ Size:  LG  Med  Sm



# Advertising & Information Booklet

## ART SPEC SHEET

The following information will ensure your advertisement will be printed the way you intended and at the best quality available. Due to limited resources the NRA is unable to send out proofs. Please be sure your ad is proofed and ready to print before submitting.

### Accepted Digital Formats

#### Adobe Acrobat (.pdf)

- Embed ALL fonts and images upon export
- Set image export to 300dpi

#### Illustrator CS2 (.ai, .eps, pdf)

- Convert ALL fonts to outlines
- Outline ALL strokes

#### Photoshop CS2 (.psd, .tif, .eps)

- Save as CMYK

#### InDesign CS2

- Include ALL fonts and placed images

### Printed Submissions

Hard copy printed submissions may be submitted via mail. We will scan in the artwork into a digital .pdf format. Please note: Quality of scans cannot be guaranteed. It is best to submit your artwork in a digital format when at all possible. Please remember when submitting hard copy printed artwork for scan:

- Do not fold your printout
- Print your ad as close to the purchased ad space size as possible

### Submitting Artwork

Accepted methods of submitting artwork are as follows:

- **CD/DVD**
- **Email:** [volunteer@nrahq.org](mailto:volunteer@nrahq.org) (please place your company name and ad title in subject line of email)
- **Mail:**  
NRA Competitive Shooting Division  
Attn: Ad & Info  
11250 Waples Mill Road  
Fairfax, VA 22030

### Ad Sizes

#### Text Only Ads

- Placed in a 3.5" x 2" ad space
- No artwork submission necessary
- Text will be placed either vertically or horizontally as space allows

#### Business Card (no bleed)

- 2" h x 3.5" w

#### ¼ Page (no bleed)

- 4.5" h x 3.5" w

#### ½ Page

- 5.5" h x 8" w
- With Bleed: 5.63" h x 8.125" w

#### Full Page

- 10.25" h x 8" w
- With Bleed: 10.38" h x 8.125" w

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### Questions? Comments?

**1-703-267-1485**

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**[www.nrasportsponsors.com](http://www.nrasportsponsors.com)**

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