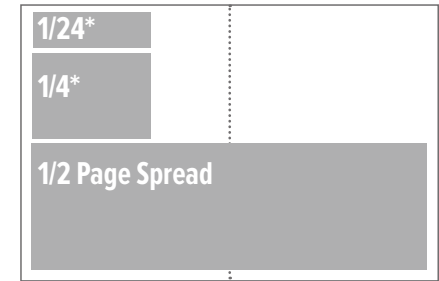
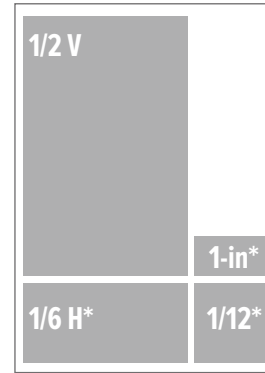
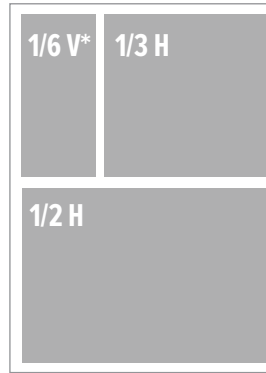
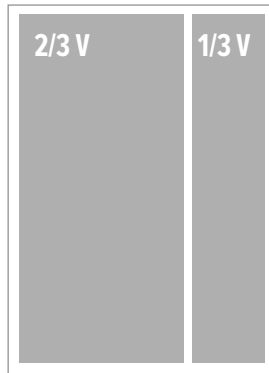


# NRA MAGAZINE SPECIFICATIONS

Submit ads to: [www.adshuttle.com/nrapubsadexpressway](http://www.adshuttle.com/nrapubsadexpressway)



## MECHANICAL SIZES All measurements are W" x H" (No Island ads accepted)

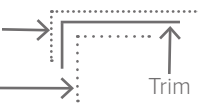
### BLEED ADS (Trim size below)

TWO-PAGE SPREAD	15.25" X 10.5"
FULL PAGE	7.625" X 10.5"
2/3 PAGE VERTICAL	4.9375" X 10.5"
1/2 PAGE SPREAD	15.25" X 5.25"
1/2 PAGE HORIZONTAL	7.625" X 5.25"

Add .125" to all sides for the bleed.

Safe area is within .25" of the trim on all sides.

Offset crop marks minimum .1875" from trim.



### NON-BLEED ADS

TWO-PAGE SPREAD	14.375" x 9.625"
FULL PAGE	6.75" x 9.625"
2/3 VERTICAL	4.4375" x 9.625"
1/2 PAGE SPREAD	14.375" x 4.75"
1/2 PAGE	6.75" x 4.75" H / 4.4375" x 7.1875" V
1/3 PAGE	4.4375" x 4.75" H / 2.125" x 9.625" V
1/4 PAGE*	4.4375" x 3.5313"
1/6 PAGE*	4.4375" x 2.3125" H / 2.125" x 4.75" V
1/12*	2.125" x 2.3125"
1/24*	4.4375" x 1"
1" CLASSIFIED*	2.125" X 1"

\* Marketplace

## MATERIAL DEADLINE (AD CLOSE) DATES:

JANUARY	10/15/14	MAY	2/15/15	SEPTEMBER	6/15/15
FEBRUARY	11/15/14	JUNE	3/15/15	OCTOBER	7/15/15
MARCH	12/15/14	JULY	4/15/15	NOVEMBER	8/15/15
APRIL	01/15/15	AUGUST	5/15/15	DECEMBER	9/15/15

No corrections or cancellations after ad close.

The National Rifle Association is not responsible for printed results if file requirements are not followed and reserves the right to reject any advertising for any reason at any time.

## GENERAL CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, agency and advertiser agree to indemnify and hold harmless the publisher against any expense or loss by any reason of any claims arising out of publication.

For questions regarding advertising material, mechanical specifications or ad submission, call the Production Department at (703) 267-1373 or (703) 267-1381.

**Printing:** Web offset

**Binding:** Saddle-stitch

**Trim size:** 7.625"x 10.5"

**File type:** PDF/X-1a. CMYK only. No RGB, Spot Process or Pantone colors. Maximum ink density not to exceed 280%.

**Proof:** A content proof is required with every ad, i.e. Kodak, Fuji, Epson. Follow SWOP standard specifications. Digital and proof recommendation: 150 lpi (lines per inch).