



MAGAZINE SPECIFICATIONS

1. TWO-PAGE SPREAD

Bleed: 15.5" x 10.75"
 Safety: 14.75" x 10"
 Non-Bleed: 14.375" x 9.625"

2. FULL PAGE

Bleed: 7.875" x 10.75"
 Safety: 7.125" X 10"
 Non-Bleed: 6.75" x 9.625"

3. 1/2 PAGE

Bleed H: 7.875" x 5.5"
 Safety H: 7.125" x 4.75"
 Non-Bleed H: 6.75" x 4.75"
 Non-Bleed V: 4.4375" x 7.1875"

4. 1/2-PAGE HORIZONTAL SPREAD

Bleed: 15.5" X 5.5"
 Safety: 14.75" X 4.75"
 Non-Bleed: 14.375" x 4.75"

5. 2/3 PAGE VERTICAL

Bleed: 5.1875" x 10.75"
 Safety: 4.4375" x 10"
 Non-Bleed: 4.4375" x 9.625"

6. 1/3 PAGE

Non-Bleed H: 4.4375" x 4.75"
 Non-Bleed V: 2.125" x 9.625"

MARKETPLACE

7. 1/4 PAGE

Non-Bleed: 4.4375" x 3.5313"

10. 1/24 PAGE

Non-Bleed: 4.4375" x 1"

8. 1/6 PAGE

Non-Bleed H: 4.4375" x 2.3125"
 Non-Bleed V: 2.125" x 4.75"

11. 1-INCH

Non-Bleed: 2.125" x 1"

9. 1/12 PAGE

Non-Bleed: 2.125" x 2.3125"

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

MAGAZINE PRODUCTION NOTES

- » Final Trim: 7.625" x 10.5"
- » Bleed: 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.
- » Safety: 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.
- » Non-Bleed: Ads should have all images and text within indicated ad dimensions.

AD CLOSE DATES

JANUARY	October 15, 2019
FEBRUARY	November 15, 2019
MARCH	December 15, 2019
APRIL	January 15, 2020
MAY	February 15, 2020
JUNE	March 15, 2020
JULY	April 15, 2020
AUGUST	May 15, 2020
SEPTEMBER	June 15, 2020
OCTOBER	July 15, 2020
NOVEMBER	August 15, 2020
DECEMBER	September 15, 2020

MAGAZINE 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.

FILE TYPE

PDF/X-1a. CMYK only. No RGB, Spot Process or Pantone colors. Maximum ink density not to exceed 320%.

PROOF

Color critical ads require proof with every ad, i.e. Kodak, Fuji, Epson. Follow SWOP standard specifications. Digital and proof recommendation: 150-lpi (lines per inch).

MAIL PROOF TO

NRA Publications, Production Operations
11250 Waples Mill Rd., Fairfax, VA 22030

AD SUBMISSION

www.adshuttle.com/nrapubsadexpressway

Ad creative not submitted through Ad Shuttle may be subject to production fees. If material instructions are not received, your most recent, same-sized ad will be run. NRA is not responsible for accuracy.

(See rate sheets for ad close dates.)

For more information call the Production Department:
(703) 267-1381 or (703) 267-1373.