

**NRA** Publications

**2022 PRINT  
ADVERTISING  
SPECIFICATIONS**

### 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  
Fourth Floor | 11250 Waples Mill Rd. | Fairfax, VA 22030

### AD SUBMISSION:

**[www.adshuttle.com/nrapubsadexpressway](http://www.adshuttle.com/nrapubsadexpressway)**

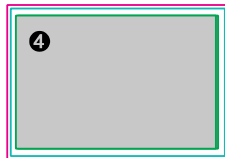
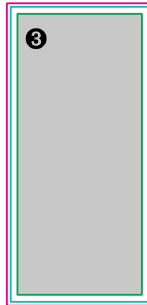
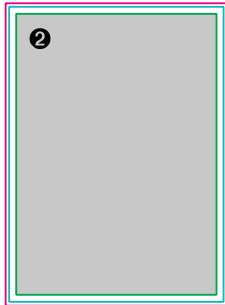
Ad creative not submitted through Ad Shuttle may be subject to production fees. If material instructions are not received, your most recent, same-sized ad will be run. NRA is not responsible for accuracy.

**(See rate sheets for ad close dates.)**

For more information contact the Production Department: **(703) 267-1381** or **(703) 267-1373**.  
**[production@nrahq.org](mailto:production@nrahq.org)**

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

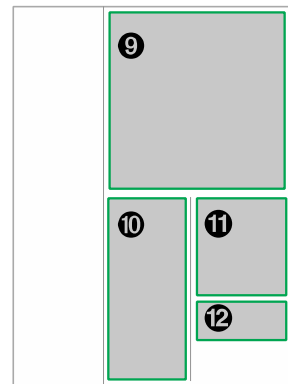
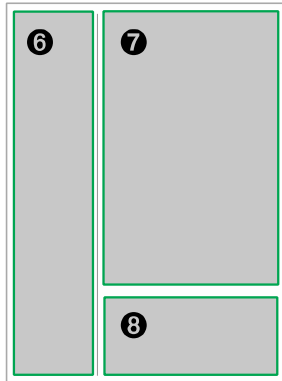
# MAGAZINE SPECIFICATIONS



Red=Bleed • Blue=Trim • Green=Live Area

## MAGAZINE TRIM SIZE: 7.625" W x 10.5" H

	Bleed	Safety	Non-Bleed
<b>1. Two-page Spread</b>	15.5 x 10.75	14.75 x 10	14.375 x 9.625
<b>2. Full Page</b>	7.825 x 10.75	7.125 x 10	6.75 x 9.625
<b>3. Two-Thirds Vertical</b>	5.1875 x 10.75	4.4375 x 10	4.4375 x 9.625
<b>4. Half-Page Horizontal</b>	7.875 x 5.25	7.125 x 4.75	6.75 x 4.75
<b>5. Half-Page Spread</b>	15.5 x 5.5	14.75 x 4.75	14.375 x 4.75



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## NON-BLEED AD SIZES

6. THIRD-PAGE VERTICAL*	2.125 x 9.625
7. HALF-PAGE VERTICAL	4.4375 x 7.1875
8. SIXTH-PAGE HORIZONTAL*	4.4375 x 2.3125
9. THIRD-PAGE SQUARE*	4.4375 x 4.75
10. SIXTH-PAGE VERTICAL*	2.125 x 4.75
11. 1 X 12*	2.125 x 2.3125
12. 1 INCH*	2.125 x 1

## MAGAZINE PRODUCTION NOTES

- » Bleed: 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.
- » Live Area: 1/4" inside of trim edge.
- » Ads should have all images and text within indicated ad dimensions.

## Ad Submission Portal:

<https://www.adshuttle.com/nrapubsasexpressway>

**AD CLOSE DATES**

JANUARY	October 15, 2021
FEBRUARY	November 15, 2021
MARCH	December 15, 2021
APRIL	January 15, 2022
MAY	February 15, 2022
JUNE	March 15, 2022
JULY	April 15, 2022
AUGUST	May 15, 2022
SEPTEMBER	June 15, 2022
OCTOBER	July 15, 2022
NOVEMBER	August 15, 2022
DECEMBER	September 15, 2022

