

***New Ad Portal Coming Soon in 2023! Stay tuned for more details.***



The image displays a variety of digital and print media for NRA Publications. On the left, a laptop shows the NRA website interface with various articles and images of firearms. In the center, a tablet displays the cover of 'American Hunter' magazine, featuring a large buck deer and the headline 'FIND BIG BUCKS NOW'. To the right, a smartphone shows the 'Latest Articles' section of the website. In the foreground, several print magazines are stacked, including 'Free Fall', 'Shooting', and 'American Hunter'. The background is a dark, reflective surface.

**NRA**Publications

**ADVERTISING SPECIFICATIONS (Print and Digital)**

### 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.

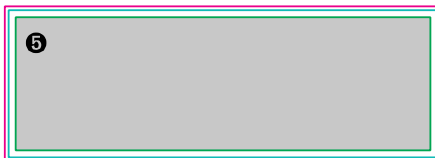
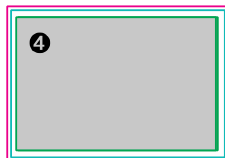
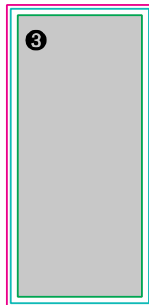
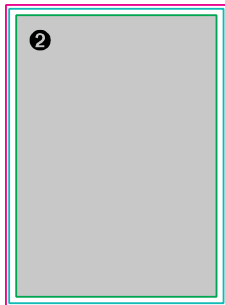
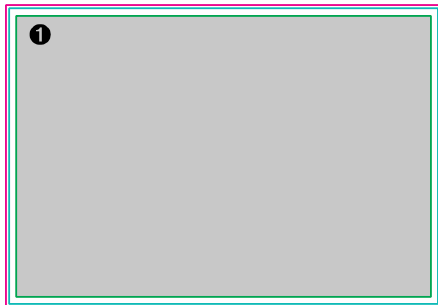
**(See rate sheets for ad close dates.)**

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.*

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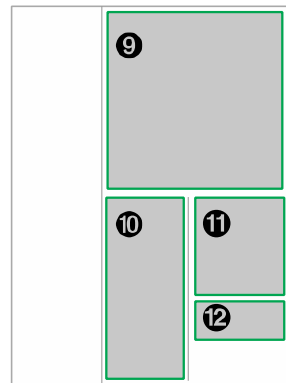
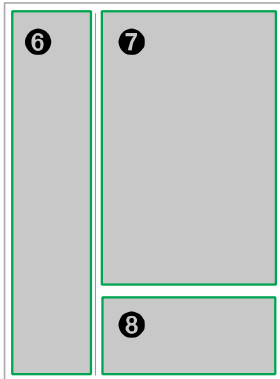
# MAGAZINE SPECIFICATIONS



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

MAGAZINE TRIM SIZE: 7.625" W x 10.5" H			
	Bleed	Safety	Non-Bleed
1. Two-page Spread	15.5 x 10.75	14.75 x 10	14.375 x 9.625
2. Full Page	7.825 x 10.75	7.125 x 10	6.75 x 9.625
3. Two-Thirds Vertical	5.1875 x 10.75	4.4375 x 10	4.4375 x 9.625
4. Half-Page Horizontal	7.875 x 5.25	7.125 x 4.75	6.75 x 4.75
5. Half-Page Spread	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>

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**AD CLOSE DATES**

JANUARY	October 15, 2022
FEBRUARY	November 15, 2022
MARCH	December 15, 2022
APRIL	January 15, 2023
MAY	February 15, 2023
JUNE	March 15, 2023
JULY	April 15, 2023
AUGUST	May 15, 2023
SEPTEMBER	June 15, 2023
OCTOBER	July 15, 2023
NOVEMBER	August 15, 2023
DECEMBER	September 15, 2023



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### STANDARD GUIDELINES

- » These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net))
- » Google Ad Manager is used to serve all NRA Publication digital display advertisements
- » There is a minimum of 48-hour turnaround time once all creatives are submitted to Digital Operations
- » All ad units will launch a new browser window when clicked on
- » All standard ad types are accepted (JPG, GIF, HTML) except where noted

### THIRD PARTY SPECIFICATIONS

- » Third Party tags are accepted once vetted by Digital Operations prior to campaign launch
- » Audio must be user initiated with a clearly recognizable on/off button
- » Frame rate per second should not exceed 18fps
- » Animation length should not exceed 15 seconds

*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.*

Submit ads to: [mpedersen@nrahq.org](mailto:mpedersen@nrahq.org) Phone: 703-267-1301 Contact your Sales Rep for pricing.

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### WEB IAB AD UNITS ACCEPTED

- 300x250 Medium Rectangle
- 300x600 Half Page Unit
- 728x90 Leaderboard
- 970x250 Billboard
- 320x50 Smartphone Banner

### E-NEWSLETTER AD UNIT

- CONTENT SEGMENT
- Image Size: 600x400 pixels
- Title: 70 characters (with spaces included)
- Body Copy: 300 characters (with spaces included)
- Client-provided link (third party tags accepted)

» **File Types Accepted:**  
JPG, GIF, HTML

» Initial Load Size: 200K

» Polite Load Size:  
300K\*

» Complete Load Size:  
120K\*

*\* Polite and Complete download only apply to creatives served via a third party*

#### AD SUBMISSION:

[mpedersen@nrahq.org](mailto:mpedersen@nrahq.org)

For more information call the Production Department:

**(703) 267-1301.**

*Contact your Sales Rep for pricing.*

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### WEB & E-NEWS TERMS & CONDITIONS

**Banner campaigns** served on the NRA Publications Network are subject to the following conditions unless stipulated in writing and agreed upon NRA Digital Operations: Banner delivery by express default is Run of Site. Campaigns programmed in excess of one month will have total impressions served by campaign end date. Campaigns may be extended 30+ days to fulfill any impression shortfall.

Failure to cancel any **banner campaign** insertion order in writing to NRA Publications within 15 business days of the delivery date will result in a 50% charge of the insertion order price. Failure to cancel any banner campaign insertion order in writing to NRA Publications within 5 business days of the delivery date will result in a 100% charge of the insertion order price. Failure to submit creative assets in the specified time-frame prior to any banner campaign start date, the advertiser/agency will incur a 100% charge of the insertion order price. Advertiser/Agency agrees and will not contest these charges.

**Best of NRA Publications** and **NRA Insider e-newsletter** advertisers/agencies please note: Failure to cancel any e-newsletter insertion order in writing to NRA Publications within 15 business days of the delivery date will result in a 50% charge of the insertion order price. Failure to cancel any e-newsletter insertion order in writing to NRA Publications within 5 business days of the delivery date will result in a 100% charge of the insertion order price. Failure to submit creative assets in the specified time-frame prior to any e-newsletter delivery date, the advertiser/agency will incur a 100% charge of the insertion order price. Advertiser/Agency agrees and will not contest these charges.



**150  
YEARS  
STRONG**

**NRA**

**NRA**Publications

11250 WAPLES MILL ROAD | FAIRFAX, VA 22030-9400 | 703-267-1300

NRAPUBLICATIONS.ORG | NRAMEDIAKIT.COM