

# PRECISION RIFLEMAN

The official magazine of the NBRSA.

## 2024 Advertising Rate Sheet

Effective May 1, 2022

Precision Rifleman is a monthly, full-color magazine devoted to Benchrest Shooting in group, score, and long-range disciplines. Our audience ranges from 1000 to 1200 of our NBRSA members. The **NBRSA**, or **National Benchrest Shooting Association**, is a non-profit, educational organization. While known by our members in the United States of America, we host a global presence as well.

*Precision Rifleman* is the **only** magazine exclusive to the sport of Benchrest Shooting. As such, our subscribers rely on information and ads submitted to the magazine to discover, compare, and order new products. Maintaining their competitive edge with products that work are what sets them apart from the next bench.

- All ads are printed in full-color. *There is no discount for black & white advertisements.*
- All ads, no matter the size, require a full-bleed (1/8 inch | 0.125").
- Specific placement is available and subject to availability and editorial approval.
- Billing is 30 days in advance.
- Full year of advertising can be paid up front in one sum.  
*Prepay 11 months, get the 12 month free.*
- Ads must be prepaid: Credit Cards accepted with a 2.9% fee.

### Rates (Per Month):

Inside Front Cover, Inside Back Cover, & Outside Back Cover .....	\$400
Full Page .....	\$350
1/2 Page Vertical.....	\$200
1/2 Page Horizontal .....	\$200
1/3 Page Vertical .....	\$150
1/3 Page Horizontal .....	\$150
1/4 Page.....	\$125
1/6 Page Vertical .....	\$100
1/6 Page Horizontal .....	\$100

### Dimensions provided = Width (inches) x Height (inches) + 0.125" Bleed on all Sides

Full Page: 8.5"x11" + Full Bleed

1/2 Page Vertical: 4.25 x 11 + Full Bleed

1/2 Page Horizontal: 8.5 x 5.5 + Full Bleed

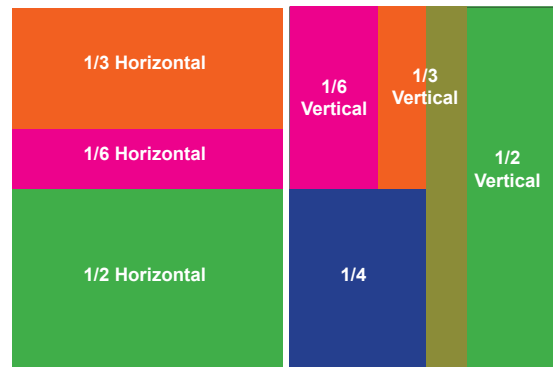
1/3 Page Vertical: 2.83 x 11 + Full Bleed

1/3 Page Horizontal: 8.5 x 3.66 + Full Bleed

1/4 Page: 4.25 x 5.5 + Full Bleed

1/6 Page Vertical: 2.833 x 5.5 + Full Bleed

1/6 Page Horizontal: 8.5 x 1.8303 + Full Bleed



All advertising inquiries should be emailed to **Pam Campbell: NBRSA@iCloud.com** or call **434-993-9201**