



Print Advertising 2011

Official 2011 SHOT SHOW Rate Card and Order Form
Sands Convention Center Las Vegas, NV
January 18-21, 2011

Official Show Directory & Buyers' Guide RUN-OF-BOOK POSITIONS

- Full Page Spread 4/C..... \$6,575
- Full Page 4/C..... \$4,175
- Full Page 2/C..... \$3,375
- Full Page B&W..... \$2,975
- Half Page 4/C..... \$2,975
- Half Page 2/C..... \$2,400
- Half Page B&W..... \$1,875

- Quarter Page B&W..... \$ 1,275
 - Logo 4C with Directory Listing..... \$ 495
 - Additional Listing \$ 340
 - Shaded Listing..... \$ 340
 - Show Special..... \$ 340
 - Special Run-of-Book Position..... 10% Premium
- Please Specify Position _____

PREMIUM POSITIONS IN THE SHOW DIRECTORY

- Cover 2 Gate Fold \$ 9,860
- Cover 3 Gate Fold..... \$ 9,642
- Back Cover \$ 6,085
- Page facing inside front cover..... \$ 4,665
- Page facing inside back cover \$ 4,665
- Page facing front or back of tab \$ 4,665
- Bellyband \$ 5,430
- Tab Page (per side)..... \$ 6,950

- Spine (exclusive) \$ 7,950
- Floor Plan (exclusive) \$ 13,450.
- Bookmark (exclusive) \$ 6,320**
- Post-It Note (exclusive) \$ 6,100**

**Materials to be supplied by Advertiser. **Indicates production, design, shipping/freight, and/or labor costs not included ^Please indicate on the line provided which tab page

NEW PRODUCT CENTER DIRECTORY

- Quarter Page 4/C..... \$850
- Half Page 4/C..... \$ 1,215
- Full Page 4/C..... \$ 2,540
- Inside Front Cover 4/C..... \$ 5,195
- Back Cover 4/C \$ 5,660
- Inside Back Cover 4/C \$ 5,195

Fax back this form today
203-840-9445

NEW PRODUCT CENTER DISPLAY (Free listing in New Product Directory with purchase; deadline Nov 19, 2010)

- Tabletop/Showcase..... \$499 per product (not exceed 2'L x 3'W)
- Oversize display \$570 per product (if product exceed 5'L x 5"W, you will be charged for an additional entry)
- New Product Directory Photo \$225 (with the purchase of New Product showcase /tabletop and/or oversize display)**
- New Product Photo on Web..... \$225 (with the purchase of New Product showcase /tabletop and/or oversize display)**

THE TRACKER (Mailed to all pre-registered attendees)

- Full Page 4/C.....\$3,180
- Cover 3 (Inside Back Cover)... \$3,995

Artwork deadline October 9, 2010

- Cover 2 (Inside Front Cover) ..\$4,040
- Cover 4 (Back Cover) \$4,650

FAX THIS FORM TO: 203-840-9445

Call Michele Oppenhimer at 203-840-5445/ Fax: 203-840-9445/ Email: moppenhimer@reedexpo.com

Name _____

Company _____ Customer ID# _____

Phone _____ Fax _____

Email _____

Signature _____ Date _____

Email _____

Signature _____ Date _____

Agency _____

Contact Name _____ PH: _____ Fax _____

We collect this data in order to provide you with information about 2011 SHOT Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.shotshow.org or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the Show cycle that may not be listed on this form. Ads with coupons will not be accepted.

CHECKS SHOULD BE MADE PAYABLE TO: National Shooting Sports Foundation, Inc., P.O. Box 7247-7586, Philadelphia, PA 19170-7586