

Mounted Shooters World

"A Publication of Mounted Shooters of America"

Ad Rates 2007

Four-Color Print -Ready	4X	3X	1X
Full Page	1,050	1,200	1,500
Two-Thirds Page	700	800	1,000
Half Page	525	600	700
Third Page	350	400	500
Quarter Page	262	300	375
Sixth Page	175	200	250
Business Card Ad	140	160	200
Services Directory Ad	25	29	36

Four-Color + Ad Design	4X	3X	1X
Full Page	1,250	1,400	1,700
Two-Thirds Page	900	1000	1,200
Half Page	625	700	800
Third Page	450	500	600
Quarter Page	362	400	475
Sixth Page	225	250	300
Business Card Ad	190	210	250

Ad Sizes: Width x Depth

Trim Size = 8.5" x 11"

Keep live images and all text inside trim areas. (only applies to ads using the bleed dimensions)

Bleed Trim 0.125" on all bleed sides

	non-bleed	bleed
Full Page	7.875" x 10.125"	8.625" x 11.125"
Half Page Vertical	3.875" x 10.125"	4.25" x 11.125"
Half Page Horizontal	7.875" x 5"	8.625" x 5.375"
Two-Thirds Page Vertical	5.375" x 10.125"	5.75" x 11.125"
Third Page Vertical	2.375" x 10.125"	2.75" x 11.125"
Third Page Horizontal	5.375" x 5"	5.75" x 5.375"
Quarter Page	3.875" x 5"	
Sixth Page	2.375" x 5"	
Business Card Ad	3.875" x 2.375"	

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