

MAGAZINE PRODUCTION NOTES

Final Trim: 7.625" x 10.5"

Bleed: 1/8" outside the trim. Elements that "bleed" off trimmed page should extend at least 1/8" beyond trim.

Safety: 1/4" inside of trim edge. All image and text not intended to bleed should be within this measurement.

Non-Bleed: Ads should have all images and text within indicated ad dimensions.

AD CLOSE DATES

New Ad Portal:

nra.sendmyad.com

FEBRUARY: November 15, 2023

MARCH: December 15, 2023

APRIL: January 15, 2024

MAY: February 15, 2024

JUNE: March 15, 2024

JULY: April 15, 2024

AUGUST: May 15, 2024

SEPTEMBER: June 15, 2024

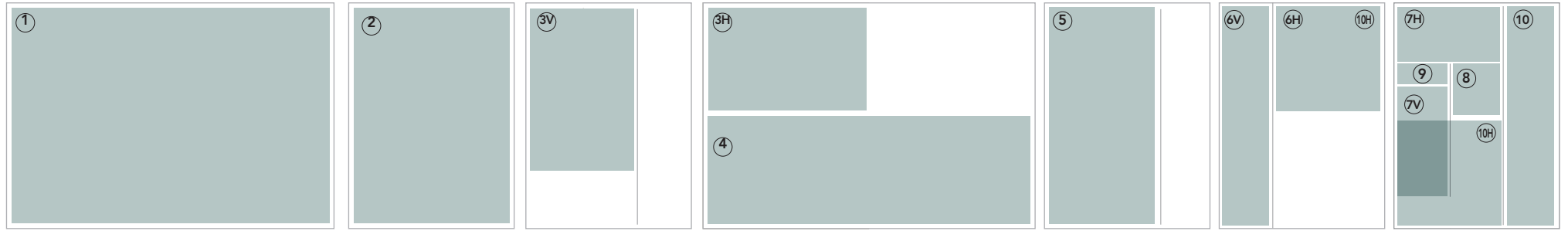
OCTOBER: July 15, 2024

NOVEMBER: August 15, 2024

DECEMBER: September 15, 2024

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.

SPECIFICATIONS Magazine Trim Size: 7.625" w x 10.5" h



MAGAZINE SPECS

1. Two-page Spread

Bleed: 15.5" x 10.75"
Trim: 15.25" x 10.5"
Safety: 14.75" x 10"
Non-Bleed: 14.375" x 9.625"

2. Full Page

Bleed: 7.875" x 10.75"
Trim: 7.625" x 10.5"
Safety: 7.125" X 10"
Non-Bleed: 6.75" x 9.625"

3. 1/2 Page

Bleed H: 7.875" x 5.5"
Safety H: 7.125" x 4.75"
Trim H: 7.625 x 5.25"
Non-Bleed H: 6.75" x 4.75"
Non-Bleed V: 4.4375" x 7.1875"

4. 1/2-Page

Horizontal Spread
Bleed: 15.5" X 5.5"
Safety: 14.75" X 4.75"
Trim: 15.25" x 5.25"
Non-Bleed: 14.375" x 4.75"

5. 2/3 Page Vertical

Bleed: 5.1875" x 10.75"
Safety: 4.4375" x 10"
Trim: 4.9375" x 10.5"
Non-Bleed: 4.4375" x 9.625"

6. 1/3 Page

Non-Bleed H: 4.4375" x 4.75"
Non-Bleed V: 2.125" x 9.625"

MARKETPLACE

7. 1/6 Page

Non-Bleed H: 4.4375" x 2.3125"
Non-Bleed V: 2.125" x 4.75"

8. 1/12 Page

Non-Bleed: 2.125" x 2.3125"

9. 1-Inch

Non-Bleed: 2.125" x 1"

10. 1/3 Page

Non-Bleed H: 4.4375" x 4.75"
Non-Bleed V: 2.125" x 9.625"

MAGAZINE 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-4. CMYK only. No RGB, Spot Process or Pantone colors. Maximum ink density not to exceed 320%.

Proof: (Not required)

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
11250 Waples Mill Rd., Fairfax, VA 22030

Ad submission:

www.nra.sendmyad.com
Ad creative not submitted through SendMyAd 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.

Submit to:
nra.sendmyad.com

For more information call the Production Department: (703) 267-1381 or (703) 267-1373.



WEB & E-NEWSLETTER SPECS

WEB & E-NEWS GENERAL CONDITIONS

- Run-of-Network advertising across all NRA Publications websites.
- Two ad sizes and three creatives per page.
- Third-Party vendors accepted. Third-party tags must be active at the time of submission.

WEB SIZES

- 300x250 (nearly square)
- 300x600 (vertical)
- 728x90 (thin horizontal, aka "leaderboard")
- 970x250 (thick horizontal, aka "billboard")
- 320x50 (mobile – horizontal)

GENERAL REQUIREMENTS

- Submit creative five working days prior to campaign launch.
- 1 pixel border required to differentiate from background.
- Run-of-Network.

CONTENT SEGMENT SPECIFICATIONS

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

SUBMISSION REQUIREMENTS

File Size: Static < 40k Animated < 50k

File Formats:

- Static images (.jpg/.gif/.png) — 5 loop maximum, up to 10 second animation maximum, whichever comes first
- Flash (.swf) — Must use clickTAG (case-sensitive), DO NOT embed URL. Flash version 6–10 accepted. up to 10 second animation.
- SWF files require an alternate JPG/GIF image to be provided with all Flash creative in the event that the user's browser is not supported.



Ad submission: mpedersen@nrahq.org

For more information call the Production Department: (703) 267-1301. Contact your Sales Rep for pricing.

Submit ad creative to: nra.sendmyad.com