



7315 N. San Anna Drive
Tucson, AZ 85704-1943 USA
Phone/fax: 520.742.5846
Advertising: 888.250.3321
Email: usamag@aol.com

2012 Tentative Editorial Schedule

January-February 2012-Given out at the Las Vegas World Festival and the National Archery Show

1. 2012 New Products
2. 2011 Champion Biographies
3. Industry Promotions
4. 2012 Tournament Schedules for ASA, FITA, IBO, IFAA, NASP, NFAA, USAA and USICA.

March-April 2012 - Given out at NFAA Indoor Championships and the NASP Championships

1. Las Vegas World Festival Championships
2. National Archery Show - Las Vegas, NV
3. New Releases on 2012 Tackle
4. Promotions in the Archery Industry

May-June 2012 - Given out at the NFAA 3D Championships

1. JOAD National/Regional Indoor Championships
2. USAA National/Regional Indoor Championships
3. NFAA Indoor Archery Championships
4. Press Releases on New Products

July-August 2012 - Given out at the USAA National Outdoor Championships and the NFAA Outdoor National Championships

1. US Intercollegiate Archery Championships
2. USAA National Field
3. Profiles of Champions
4. Press Releases on New Products

September-October 2012

1. JOAD National Outdoor Championships
2. USAA Target Championships
3. NFAA Outdoor Championships
4. Press Releases on New Products

November-December 2012 - Given out at the 2013 ATA Trade Show

1. Profiles of newly elected leaders in the archery organizations
2. 2012 New Products Reports
3. Promotions in the Archery Industry
4. ASA Championships
5. 2012 Tournament Schedules for ASA, FITA, IBO, IFAA, NASP, NFAA, USAA and USICA.

Our regular reports include the Archery Shooters Association 3-D tournaments, College Division, FITA, International Bowhunting Organization, International Field Archery Association, National Field Archery Association, National Archery in the Schools Program, Special Seniors, U.S. Archery Association, U.S. Archery Team and the U.S. Collegiate Archery Association.

Foreign reports and special news add to our archery coverage.

Call 888.250.3321, email at arlyne@qwestoffice.net, or fax 520.742.0027 to receive a complimentary issue if you aren't currently getting one.

Sincerely,

Arlyne Rhode

We have the honor of serving the Archery Community for the past 30 years!



2012 Ad Specs

Please supply files to the following specifications. PC files only. Submitted files that do not meet these specifications must be converted. Converting a file's resolution, dimension, and/or colors can have unpredictable results. Therefore, the Publisher is not responsible for any errors that occur as a result of necessary file conversion. Please also provide a hard copy proof of your ad at 100% original size.

Format

Image Format:..... Adobe Photoshop EPS
or hi-res TIFF
Logo Format:..... Adobe Illustrator EPS
Resolution:..... 300 or higher ppi
Color:..... CMYK

Ad Sizes

Bleeds: All bleeds must extend at least 1/8" on all sides past final trim. All non-bleeding images must be at least 1/4" inside trim.
Trim: 8 3/8" width by 10 7/8" height

Page Size	width	height
2 Full Bleed	17 "	11 1/8"
* 1/4" Inside Trim	16 1/4"	10 3/8"
1 Full Bleed	8 5/8"	11 1/8"
* 1/4" Inside Trim	7 7/8"	10 3/8"
1 Full Non-Bleed	7 3/8"	10"
2/3 vertical	4 7/8"	10"
horizontal	7 3/8"	6 2/3"
1/2 vertical	3 1/2"	10"
horizontal	7 3/8"	4 7/8"
island	4 7/8"	7 3/8"
1/3 vertical	2 3/8"	10"
horizontal	7 3/8"	3 1/3"
island	4 3/4"	4 3/4"
1/4 vertical	3 1/2"	4 7/8"
horizontal	4 7/8"	3 1/2"
1/6 vertical	2 3/8"	4 7/8"
horizontal	4 7/8"	2 3/8"
"Business Card"	3 1/2"	2"

Sending the Ad

By Internet:
<http://dropbox.yousendit.com/StephanieRedmond6355122>

By Mail:
Please send DVD or CD to:
The U.S. & International Archer, Inc.
7315 N. San Anna Drive
Tucson, AZ 85704 USA
Arlyne Rhode, Layout & Design
Email: usamag@aol.com
Phone: 520.742.5846 Fax: 520.742.0027

2012 Advertising Info

4 Color Advertment Rates

Advertising agencies add 15% for Gross Rate.

Page Size	1x Net	3xNet	6xNet
1	1600	1550	1500
2/3	1100	1050	1000
1/2	900	850	800
1/3	650	600	550
1/4	550	500	450
1/6	425	375	325
Business Card	375	325	275

Black & White Advertisement Rates

Advertising agencies add 15% for Gross Rate.

Page Size	1x Net	3xNet	6xNet
1	1100	1050	1000
2/3	900	850	800
1/2	650	600	550
1/3	550	500	450
1/4	425	375	325
1/6	375	325	275
Business Card	325	275	225

Arlyne Rhode, Sales Manager & Publisher Toll Free: 888.250.3321
Phone: 520.742.5846 Fax: 520.742.0027 Email: usamag@aol.com

*Ad materials may be submitted as late as three business days before the magazine goes to print **as long as** exact measurements (ie: Height x Width in inches) of ad space are provided by the Material Due date.

2012 Deadlines

Magazine Issue:	All Materials Due by:	Sent for Printing:	Ship Date:
January - February	December 15th	January 1st	January 15th
March - April	February 15th	March 1st	March 15th
May - June	April 15th	May 1st	May 15th
July - August	June 15th	July 1st	July 15th
September - October	August 15th	September 1st	September 15th
November - December	October 15th	November 1st	November 15th

The U.S. & International Archer magazine with 3D Coverage 7315 N. San Anna Drive, Tucson, AZ 85704
phone/fax 520.742.5846 toll free 888.250.3321 email: usamag@aol.com

The U.S. & International Archer, INC.
TERMS & CONDITIONS

Effective January 1, 2012

1. Contracts must be bona fide and must specify a contract year and the number of insertions to be used. Two or more advertisers are not permitted to use space under the same contract.
2. The Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.
3. All advertisements are accepted and published by the Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
4. The Publisher reserves the right at any time and for any reason to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser.
5. The Publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that if no advertising is published, any charges therefore received by the Publisher shall be refunded.
6. The Publisher's liability for any error shall not exceed the cost of the space occupied.
7. Cancellations will not be accepted after closing date and none may be considered executed unless acknowledged in writing by the Publisher.
8. Positioning of ads is at the discretion of the Advertising Director.
9. All verbal instructions regarding contracts or insertions must be confirmed in writing.
10. Publisher accepts no liability for errors in key numbers or in the advertisers index.
11. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.
12. The word "advertisement" will be placed with copy which in the Publisher's opinion resembles editorial matter.

CREDITS AND REBATES: Advertisers will be credited if within a twelve-month period from the date of first insertion they have used sufficient additional space to warrant them a lower rate than that at which they have been billed.

GENERAL INSTRUCTIONS: All advertisements are prepaid unless credit approval is obtained in advance of ad placement. The due date for open accounts is net 30 days following date of invoice. Any payments not received in U.S. Dollars drawn on a U.S. Bank will be charged a \$25.00USD exchange rate. Materials will be returned at the request of the customer only after the advertisement invoice has been paid or credit has been established. The U.S. & International Archer, Inc., its publisher and/or employees assume no liability for lost or damaged ad materials. All material not claimed after one year will be destroyed.

RATE POLICY: Rates subject to change upon notice from Publisher. Advertising will be billed at rates then prevailing.

The *U.S. & International Archer, Inc.* ISSN 0738-9949, is a target archery magazine published bimonthly in the USA. Estimated readership: 30,000. Estimated international exposure: 70+ countries. The focus of the *U.S. & International Archer* is to report on worldwide target archery tournament, industry and association (including, but not limited to: ATA, NASP, NADA, IFAA, NFAA, FITA, ASA, IBO, and NAA/ USA Archery) news and information. We also publish "How-To" articles by professional target archers, interviews with target archery champions and new archery product information. Beginning in 2003, *The U.S. & International Archer* magazine offers complimentary one year subscriptions to all National Archery in the Schools Program participants worldwide. Estimated NASP readership: 16,000. Single issues are \$4.95 each, one year subscriptions shipped within the USA are \$19.95, two year subscriptions shipped within the USA are \$38.95, one year subscriptions shipped to Canada or Mexico are \$29.95, and one year subscriptions shipped to all other countries are \$39.95. All domestic shipments are sent by bulk mail and all foreign shipments are sent by airmail. Shipping and handling included.



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Company _____

Contact _____ Phone _____ Fax _____

Address _____ Email _____

City _____ State _____ Zip _____

Ad Agency _____

Contact _____ Phone _____ Fax _____

Address _____

City _____ State _____ Zip _____

Please run my ad: 1 Time 3 Times 6 Times

Color: B&W 2 Color 4 Color

Issue Schedule: _____ Closing Date _____ Title of ad to be placed _____

_____ January-February 2012 December 15th _____

_____ March-April 2012 February 15th _____

_____ May-June 2012 April 15th _____

_____ July-August 2012 June 15th _____

_____ September-October 2012 August 15th _____

_____ November-December 2012 October 15th _____

Space Ordered _____

Insertion Rate _____

Copy and Material Instructions _____

Authorized By _____

Date _____

Please sign and return by mail or fax to:

Arlyne Rhode

The U. S. Archer

7315 N. San Anna Dr.

Tucson, AZ 85704

Phone (888)250-3321 or (520)742-5846

Fax (520)742-5846

Email: usamag@aol.com

*Thank you,
Arlyne*