



Arlyne Rhode  
5321 W. Swallow Dr.  
Tucson, AZ 85742  
Phone 520.742.5846  
Phone 520.405.9331  
Email: arlyne.rhode@gmail.com  
Email: usamag@aol.com  
www.usarcher.com

**2019 rates are very reasonable!**

Dear Prospective Client,

Welcome to the World of Target Archery!

Target Archery is having a great year. Would you like part of that action?

The following is a brief background on the US Archer:

The US Archer magazine continues to serve the target market : World Archery, ASA, IBO, NFAA plus the kids organizations of in JOAD, NASP and S3-DA.

The target market seems to have steady growth with the ever expanding World Archery Association formerly known as FITA. Your potential customers include members of the ASA, IBO, IFAA, NASP, NFAA, S3-DA, USAA and USICA. The members of these organizations constantly volunteer their participation and time in the field which greatly impacts the tackle used by bowhunters and recreational archers.

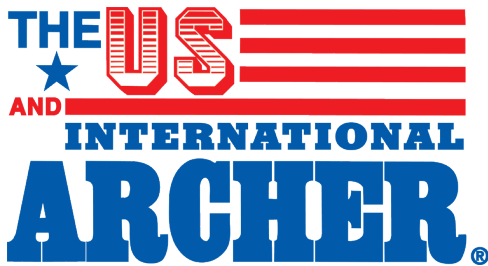
We offer all Wounded Warrior archers, active and retired military, free subscriptions. Our subscription base continues to be between 5,000 and 10,000 for 2018. The numbers vary due to NASP and S3-DA programs starting and stopping. Because many issues go to schools and shops we estimate our readership to be about 30,000.

We would like to serve your advertising plans in 2019.

Sincerely,

Arlyne Rhode

**We are proud to have served  
the Archery Community for the past 37 years!**



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[www.usarcher.com](http://www.usarcher.com)

## **2019 Tentative Editorial Schedule**

### **January-February 2019-Given out at the Las Vegas World Festival and the National Archery Show**

1. 2019 New Products
2. Champion Biographies
3. NASP News
4. S3DA News
5. 2019 Tournament Schedules

### **March-April 2019**

1. Las Vegas World Festival Championships
2. National Archery Show - Las Vegas, NV
3. S3DA News
4. NASP News
5. Promotions in the Archery Industry

### **May-June 2019**

1. JOAD National/Regional Indoor Championships
2. USAA National/Regional Indoor Championships
3. NASP News
4. S3DA News
5. Press Releases on New Products

### **July-August 2019**

1. US Intercollegiate Archery Championships
2. USAA National Field
3. Profiles of Champions
4. S3DA News
5. NASP News

### **September-October 2019**

1. JOAD National Outdoor Championships
2. USAA Target Championships
3. NFAA Outdoor Championships
4. NASP News
5. S3DA News

### **November-December 2020**

#### **Given out at the ATA Show**

1. Profiles of new leaders in the archery organizations
2. S3DA News
3. NASP News
4. ASA Championships
5. 2020 Tournament Schedules

Our regular reports include the Archery Shooters Association, 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 520-742-5846 or 520-405-9331 email us at [usamag@aol.com](mailto:usamag@aol.com), [arlyne.rhode@gmail.com](mailto:arlyne.rhode@gmail.com) 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 37 years!**



## 2019 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:**  
Email: [usamag@aol.com](mailto:usamag@aol.com)  
**By Mail:**

**Please send DVD or CD to:**  
**The U.S. Archer, Inc.**  
**5321 W. Swallow Dr.**  
**Tucson, AZ 85742 USA**

**Arlyne Rhode, Layout & Design**  
Email: [usamag@aol.com](mailto:usamag@aol.com)  
Phone: 520.742.5846  
Phone: 520.405.9331

# 2019 Advertising Info

## 4 Color Advertisment 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** Phone: 520.742.5846  
Phone: 520-405-9331 Email: [usamag@aol.com](mailto:usamag@aol.com) [arlyne.rhode@gmail.com](mailto:arlyne.rhode@gmail.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.

## 2019 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. Archer, INC.

## Terms & Conditions

Effective January 1, 2019

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. 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 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 2019 December 15th \_\_\_\_\_

\_\_\_\_ March-April 2019 February 15th \_\_\_\_\_

\_\_\_\_ May-June 2019 April 15th \_\_\_\_\_

\_\_\_\_ July-August 2019 June 15th \_\_\_\_\_

\_\_\_\_ September-October 2019 August 15th \_\_\_\_\_

\_\_\_\_ November-December 2019 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

5321 W. Swallow Dr.

Tucson, AZ 85742 Phone: (520)742-5846 or (520) 405-9331

Email: usamag@aol.com

*Thank you,  
Arlyne*