



The Shot Peener

2019-2020 Ad Contract

Please specify Ad Rate, Ad Placement and Ad Materials

4-Color Ad Rates

Frequency Contract Discounts

	1 Time	2 Times	3 Times	4 Times
Back Cover*	Reserved through Fall 2019	<input type="checkbox"/> \$1366	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1300
Inside Front Cover*	Reserved through Summer 2019	<input type="checkbox"/> \$1226	<input type="checkbox"/> \$1164	<input type="checkbox"/> \$1164
Inside Back Cover*	Reserved through Fall 2019	<input type="checkbox"/> \$1164	<input type="checkbox"/> \$1106	<input type="checkbox"/> \$1106
Full Page	<input type="checkbox"/> \$1156	<input type="checkbox"/> \$1097	<input type="checkbox"/> \$1042	<input type="checkbox"/> \$990
Half Page	<input type="checkbox"/> \$580	<input type="checkbox"/> \$551	<input type="checkbox"/> \$523	<input type="checkbox"/> \$497
Quarter Page	<input type="checkbox"/> \$289	<input type="checkbox"/> \$275	<input type="checkbox"/> \$261	<input type="checkbox"/> \$248

*Covers are for full page, 4-color ads only. Current advertisers have first right of refusal.

All rates are per insertion

We do not offer an agency commission — these rates are non-commissionable

Ad Placement

Summer 2019 Fall 2019 Winter 2020 Spring 2020

Ad Materials

Repeat ad from last year: _____ (Issue number)

Will send new materials (Please note closing dates)

To obtain the protected issue rate, the issues must be specified at the time the contract is accepted. Advertisers using less than the contracted space will be short-rated if they do not use the amount of space during the time period on which billing has been based. Advertisers are rate protected for the duration of their contract.

Ad Specifications

Please submit the ad in print-ready PDF. Email materials to info.prose@yahoo.com.

Ad Sizes width x height

Full Page	7" x 10" (178 mm x 254 mm)
Full Page with Bleed	8 1/4" x 11" (209 mm x 279 mm)
Live area	7" x 10" (178 mm x 254 mm)
Half Page (Horizontal)	7" x 4 11/16" (178 mm x 119 mm)
Half Page (Vertical)	3 3/8" x 9 1/2" (86 mm x 241 mm)
Quarter Page	3 3/8" x 4 11/16" (86 mm x 119 mm)
Magazine Dimensions	8" x 10 3/4" (203 mm x 273 mm)

Design Services

Creative services are available from our advertising agency, InfoProse. Please contact Kathy Levy at info.prose@yahoo.com for a quote.

Contact Information

The Shot Peener
56790 Magnetic Drive
Mishawaka, Indiana 46545 USA
Telephone: 1-574-256-5001

All ad materials in the print version of The Shot Peener will appear in the interactive electronic version of the magazine. Each ad in the electronic magazine has a live link to the advertiser's website. The electronic version is emailed to our electronic subscribers and is available for download at www.theshotpeenermagazine.com.

Issue Dates	Advertising Material Due Date	Publication Date
Winter Issue	November 15	January
Spring Issue	February 15	April
Summer Issue	May 15	July
Fall Issue	August 15	October

Please print or attach your business card

Date _____

Name _____ Title _____

Company Name _____

Billing Address _____

Telephone Number _____

Email Address _____

Fax contract to: 1-574-256-5222 or scan and email to info.prose@yahoo.com - Attn: Kathy Levy, Advertising Coordinator