



December 2010

Dear Volunteer Supporter:

We are making changes to improve our 2011 National Matches Guide (formerly known as the Advertising and Information Book). We know you will enjoy all the new changes we have in store for this popular National Matches publication.

One of our newest changes is an expedited printed date in March. The new guide will be packaged along with the 2011 National Matches program, and listed online! This means you will enjoy 4 additional months of exposure, and the added benefit of online viewers as well. If you include your web address, your online advertisement will be linked to your website at no additional cost!

This new version will be smaller in size; however, it will still include all the things you loved about its predecessor. We encourage you to take advantage of this affordable opportunity to promote your business, club, or team, during the months of March through August, while at the same time benefiting the NRA Volunteer Corps Program. That's right, 100% of all ad revenue, after book production, still goes to benefit and support the volunteers who run the matches.

I encourage you to take advantage of this affordable opportunity to attract all Camp Perry visitors and their families to your business or club. Please remember that if you include coupons in your advertisement, or if you have advertised with us in the past, you are entitled to a discount for your advertisement.

Sincerely,

Beth Epley

Beth Epley
Manager, Tournament Resources
NRA Competitive Shooting Division



ADVERTISING & INFORMATION BOOKLET 2011

Contact Name: _____

Company: _____

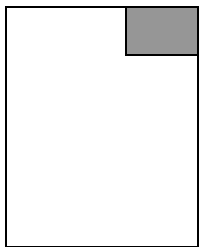
Address: _____

City/State/Zip: _____

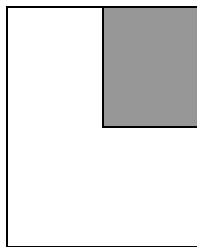
Phone: _____ Email: _____

Company/Club Web Address: _____

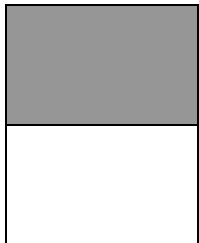
For Confirmation and National Matches Guide Correspondence Only; All information is for NRA Competitive Shooting Staff use only



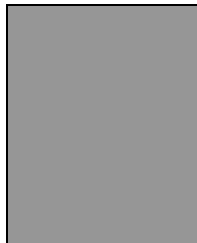
Business Card
2”h x 2.75” w



¼ Page
4”h x 2.75”w



½ Page
4”h x 5.75”w



Full Page
8”h x 5.75”w

Ad Buys

- *3 lines text only \$50
- Business Card \$100
- ¼ Page \$150
- ½ Page \$250
- Full Page \$300
- Inside Front Cover \$400
- Inside Back Cover \$400
- Back Cover SOLD

(Color is additional)

- Color** \$50

**Questions? Contact Tournament
Resources Dept. At 703-267-1485
Or volunteer@nrahq.org**

PLEASE FILL OUT THE BACK OF THIS FORM FOR TEXT ONLY ADS

ALL AD MATERIALS MUST BE SUBMITTED BY FEB 18, 2011

All artwork digitally submitted [preferred method] must be in EPS, PDF or TIF format. Artwork may be submitted in hard copy form and will be scanned into digital form. NRA does not guarantee the quality of work if not submitted digitally in EPS, PDF or TIF format. Please see artwork spec sheet for more details.

**PLEASE RETURN THIS FORM
WITH PAYMENT TO:
National Rifle Association
Attn: Ad & Info Book
11250 Waples Mill Rd.
Fairfax, VA 22030
Or by Fax to: 703-267-3941**

Ad Buy:	\$ _____
Color:	\$ _____
Subtotal:	\$ _____
Including Coupons?	Subtract \$20
Previous Advertiser?	Subtract \$10
Ad Buy Total:	\$ _____

Payment Method: Check (Made out to National Rifle Association – Camp Perry)
 Credit Card: American Express Discover MasterCard Visa

Card # _____ Exp. Date: _____

Address: _____ City/State/Zip: _____

Name on Card: _____ Signature: _____

Please note that the NRA will not retain your credit card information / PLEASE FILL OUT THE BACK OF THIS FORM FOR TEXT ONLY ADS

TEXT ONLY ADS (Your text will be placed in a 3.5" x 2" ad space) – Please write/print legibly

Font Type: BLOCK Upper & Lower *Script*

Line One: _____ Size: LG Med Sm

Line Two: _____ Size: LG Med Sm

Line Three: _____ Size: LG Med Sm



Advertising & Information Booklet

ART SPEC SHEET

The following information will ensure your advertisement will be printed the way you intended and at the best quality available. Due to limited resources the NRA is unable to send out proofs. Please be sure your ad is proofed and ready to print before submitting.

Accepted Digital Formats

Adobe Acrobat (.pdf)

- Embed ALL fonts and images upon export
- Set image export to 300dpi

Illustrator CS4 (.ai, .eps, pdf)

- Convert ALL fonts to outlines
- Outline ALL strokes

Photoshop CS4 (.psd, .tif, .eps)

- Save as CMYK

InDesign CS4

- Include ALL fonts and placed images

Printed Submissions

Hard copy printed submissions may be submitted via mail. We will scan in the artwork into a digital .pdf format. Please note: Quality of scans cannot be guaranteed. It is best to submit your artwork in a digital format when at all possible. Please remember when submitting hard copy printed artwork for scan:

- Do not fold your printout
- Print your ad as close to the purchased ad space size as possible

Submitting Artwork

Accepted methods of submitting artwork are as follows:

- **CD/DVD**
- **Email:** volunteer@nrahq.org (please place your company name and ad title in subject line of email)
- **Mail:**
NRA Competitive Shooting Division
Attn: Ad & Info
11250 Waples Mill Road
Fairfax, VA 22030

Ad Sizes

Text Only Ads

- Placed in a 3.5" x 2" ad space
- No artwork submission necessary
- Text will be placed either vertically or horizontally as space allows

Business Card (no bleed)

- 2" h x 2.75" w

¼ Page (no bleed)

- 4" h x 2.75" w

½ Page (no bleed)

- 4" h x 5.75" w

Full Page (no bleed)

- 8" h x 5.75" w

Questions? Comments?

1-703-267-1485

www.nrasportsponsors.com
