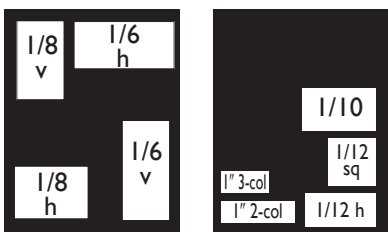
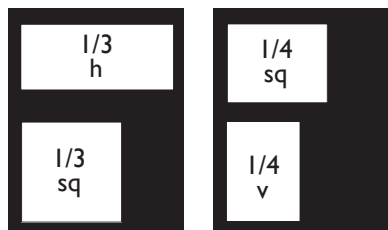
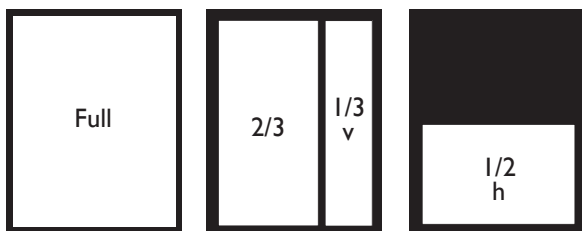


## AD SIZES



Ad Size	WIDTH	DEPTH
Full page	7 1/4"	9 3/4"
Full page including 1/8" full bleed	8 5/8"	11"
2/3 page	4 3/4"	9 3/4"
1/2 page (horizontal)	7 1/4"	4 3/4"
1/3 page (square)	4 3/4"	4 3/4"
1/3 page (vertical)	2 1/4"	9 3/4"
1/3 page (horizontal)	7 1/4"	3 1/8"
1/4 page (square)	3 3/4"	3 3/4"
1/4 page (vertical)	3 1/2"	4 3/4"
1/6 page (vertical)	2 1/4"	4 3/4"
1/6 page (horizontal)	4 3/4"	2 1/4"
1/6 page (square)	3 1/2"	3 1/2"
1/8 page (vertical)	2 1/4"	3 3/4"
1/8 page (horizontal)	3 1/2"	2 1/2"
1/10 page (horizontal)	3 1/2"	2"
1/12 page (square)	2 1/4"	2 1/4"
1/12 page (horizontal)	3 1/2"	1 1/2"
1" (2-column width)	3 1/2"	1"
1" (3-column width)	2 1/4"	1"

Dimensions are from outside to outside and including border or any item that extends past the border.

## WEB SITE ADVERTISING RATES

### Locations:

*Online Marketplace:	Flash Ad	\$75/mo.
	Regular Ad	\$59/mo.
Calendar Page:	Flash Ad	\$75/mo.
	Regular Ad	\$59/mo.
Rotating Banner:		\$150/mo.

### Requirements:

1. All ad placements are for 3 month minimum.
2. All advertising must be prepaid prior to inclusion on the web page.
3. All pricing based on camera ready 2 1/4" x 2 1/4" color art and copy.
4. Design costs are not included in these prices.

\*New location on the web site with a direct link to your web site: [www.PRIMITIVEARCHER.com/pages/webads.html](http://www.PRIMITIVEARCHER.com/pages/webads.html)  
Other positions and ad sizes available. For information, contact [ads@PRIMITIVEARCHER.com](mailto:ads@PRIMITIVEARCHER.com) or call 713-467-8202.

## MAGAZINE MARKETPLACE AD RATES

### Rates for a 1/12 page color ad:

1x	2x	6x	12x
\$433	\$413	\$375	\$330

### Rates for a 1/6 page color ad:

1x	2x	6x	12x
\$865	\$825	\$750	\$660

### Available ad sizes:

1/12 page square	2 1/4" x 2 1/4"
1/6 page vertical	2 1/4" x 4 5/8"
1/6 page horizontal	4 5/8" x 2 1/4"

## CONTACT INFORMATION

**PRIMITIVE ARCHER** Advertising  
PO Box 79306  
Houston, TX 77279-9306  
(713) 467-8202 phone • (713) 467-4979 fax  
[ads@PRIMITIVEARCHER.com](mailto:ads@PRIMITIVEARCHER.com)

## PRIMITIVE ARCHER MAGAZINE

a division of  
Bigger Than That Productions-LLC

PUBLISHER  
Monroe M. Luther

[WWW.PRIMITIVEARCHER.COM](http://WWW.PRIMITIVEARCHER.COM)



"Passing It On"  
Since 1992



"Passing On the Traditions of Classical Archery"

Since 1992

# PRIMITIVE ARCHER MAGAZINE RATE CARD



## DISPLAY AD RATES

All **display advertisers** are linked and listed **free** on our web site at [www.PRIMITIVEARCHER.com](http://www.PRIMITIVEARCHER.com).

B&W	1 ISSUE	2 ISSUES	6 ISSUES	12 ISSUES
Full page	\$2750	\$2614	\$2419	\$2196
2/3 page	1987	1908	1782	1591
1/2 page	1548	1490	1368	1238
1/3 page	1102	1058	965	878
1/4 page	892	847	778	713
1/6 page	612	605	540	490
1/8 page	482	468	425	389
1/10 page	407	389	353	328
1/12 page	324	310	281	259
1" 2-column	216	208	191	173
1" 3-column	190	182	166	154

### Color at a Savings!

There are three ways to add color to your advertisement and save money:

1. Turn your Black and White ad to color for only \$275.00 per insertion. The first color is black and you choose one of the colors below as your second.



2. Get a full color 1/6th page ad in our Marketplace Section for as little as \$691.00 per issue. (See the media kit for details)
3. Upgrade your ad to a full color 1/3rd page once a year or add it in addition to your six times or more program for \$1200.00. You choose the issue in which you want your bonus ad to be displayed. To qualify for this offer you must be a six times or greater contract holder.

4 COLOR	1 ISSUE	2 ISSUES	6 ISSUES	12 ISSUES
Full page	\$4334	\$4169	\$3816	\$3471
2/3 page	3413	3283	3010	2700
1/2 page	3204	3074	2702	2563
1/3 page	2534	2426	2225	2023
1/4 page	2261	2174	1994	1800
1/8 page	1721	1649	1512	1375
<b>All covers are non-cancelable</b>				
Back Cover	5021	-	4226	3967
Inside Front Cover	4694	-	3989	3799
Inside Back Cover	4694	-	3989	3799

Display ad posting on web site available at additional charge.

Effective February 1, 2013

## CLASSIFIED RATES

Commercial classified ads are \$1.80 per word, \$36 minimum charge, per issue. **Money Saver Rate: Prepay six issues for \$1.75 per word. Minimum \$210.00.** Price includes posting on our web site. Complete name, address, and phone number must be included separately if not in your ad. First three words can be all caps and bold at no charge. Additional bold words \$1.20 each. Must be prepaid with order. Ads continue to run until cancelled in writing.

## SUBMITTING AD MATERIALS

**Electronic** – Built ads are accepted in EPS, TIF, JPEG or hi-res PDF format, properly scaled and press ready. Ads must be 300 dpi minimum at 100%. We accept ads by CD or e-mail. Contact [ads@primitivearcher.com](mailto:ads@primitivearcher.com) for instructions.

**Camera-Ready** – Reflective artwork should be 133 lpi.

**Photos** – When submitting photos, please provide glossy prints or color slides.

**A charge of \$50 plus the actual cost of production will be added to each ad not properly scaled and press ready.**

## TERMS

**Initial ads must be prepaid with order.** No agency discounts. Rates are net. Terms are net 15 days. Failure to pay advertisement before the next closing date may result in the ad being pulled. If your payment is late we reserve the right to pull your ad and not run any advertisement for you and/or your company until full payment is received. No changes or cancellations will be accepted after closing date. A charge of 1.5% interest per month will be added to all past due balances. All returned checks will be subject to a \$20.00 charge. All accounts over 60 days past due will be charged a \$25.00 late fee and will be turned over to our collection agency.

## CANCELLATIONS & CONDITIONS

If a contract is cancelled prior to fulfillment, we will recalculate the rate based on published rates. No penalty will be applied if the contract is cancelled in order to initiate a longer term contract. Cancellations of any contracted issue voids all rate protection for the remainder of the contract. **Please note:** all orders are non-cancelable and non-changeable after closing dates.

[www.PRIMITIVEARCHER.COM](http://www.PRIMITIVEARCHER.COM)

## ADVERTISING REGULATIONS

All advertising is subject to Publisher's approval and the Publisher reserves the right to reject any advertising. No fraudulent or misleading advertising, or advertising for compound bows, sights, releases, crossbows, or expanding and/or punch-tip broadheads will be accepted.

All advertisement placing including without limitation, position, separations, facing editorial adjacencies or other stipulations are at the sole discretion of the Publisher.

The Advertiser and/or its agency represent that they are properly authorized to publish/use the entire contents of supplied copy materials. Further, the Advertiser and/or its agency represent that there is nothing within the supplied copy materials that is libelous, privacy-invading, or in any violation of any anti-discriminating laws.

The liability of the Publisher for errors or omissions in which it may be held responsible will not exceed the cost of the space ordered or occupied by the error (see contract). It is further understood that the Advertiser and/or its agency will indemnify and hold the Publisher harmless from and against any loss, expense, or any other liability resulting from any claims or suits that may arise out of the publication of such an advertisement.

## BINDING NATURE OF REGULATIONS AND TERMS

All advertisement orders accepted are subject to our contract, these regulations and terms. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with this Rate Card or the Publisher's policies, shall be binding on the Publisher.

## ISSUANCE & CLOSING DATES

COVER DATE	SPACE CLOSES	MATERIALS DUE	ON SALE DATE
Feb/Mar	Oct 23	Nov 16	Jan 29
Apr/May	Dec 21	Jan 18	Mar 26
Jun/Jul	Feb 22	Mar 22	May 28
Aug/Sep	Apr 19	May 17	July 30
Oct/Nov	Jun 21	Jul 19	Sep 24
Dec/Jan	Aug 26	Sep 20	Nov 26