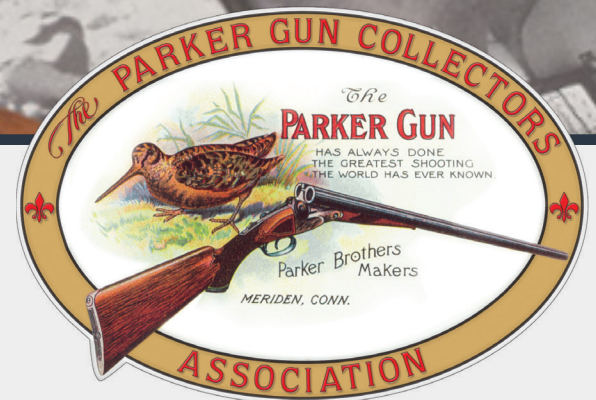


Parker Pages

Advertising Rates & Guidelines

Display Advertising Rates

The PGCA is a 501C7 non-profit corporation founded in 1993. The Parker Gun Collectors Association mission is dedicated to the promotion, preservation, education, collecting, shooting and hunting with the Parker Brothers shotguns. The *Parker Pages* is the official journal of the PGCA and is mailed quarterly to all members and advertisers. The PGCA can proudly claim an average membership of over 1500 in the USA and internationally. On average there is a total distribution of 1620 plus copies of *Parker Pages*. You will be guaranteed that your ad will be seen by members of the largest shotgun collectors association in the USA along with many interested non-members. We will be happy to welcome you as an advertiser to our Parker family.



JOURNAL OF THE *Parker Gun* COLLECTORS ASSOCIATION

To Advertise Contact:

Andrew Sacco
Advertising Manager

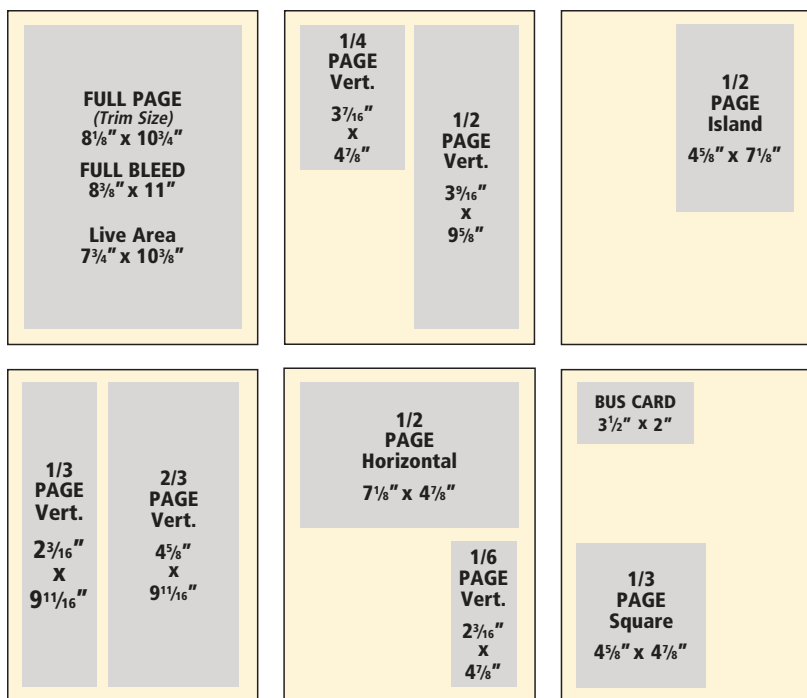
asacco2020@gmail.com

(607) 343-0782 call or text

The Parker Pages Advertising Deadlines

	Space Close	Materials Close	Mail Date
Spring	Jan. 1	Jan. 15	Feb.17
Summer	Apr. 1	Apr. 15	May 18
Fall	July 1	July 15	Aug. 17
Winter	Oct. 1	Oct. 15	Nov. 17

For more information: www.parkerguns.org



FULL PAGE	8-3/8" x 11" (text/logos should be within 7-3/4" x 10-3/8")
2/3 PAGE	4-5/8" x 9-11/16"
1/3 PAGE VERT	2.3/16" x 9-11/16"
1/3 PAGE	4-5/8" x 4-7/8"
1/2 PAGE HORZ	7-1/8" x 4-7/8"
1/2 PAGE ISL	4-5/8" x 7-1/2"
1/6 PAGE	2.3/16" x 4-7/8"
1/4 PAGE	3-7/16" x 4-7/8"
BUS CARD	3-1/2" x 2"

Covers	—	4X
Back Cover	—	\$2,000
Cover 3	—	\$1,750
Cover 2	—	\$1,750

Four Color	1X	4X
Full Page	\$750	\$1,500
2/3 Page	\$625	\$1,250
1/2 Page	\$500	\$1,000
1/3 Page	\$450	\$900
1/4 Page	\$400	\$650
1/6 Page	\$250	\$500
Business Card	\$50	—

PUBLICATION SPECIFICATIONS

Trim Size: 8 1/8" x 10 3/4" Printing: Sheet Fed Offset
Col. Width: 2 col. – 3.5625" 3 col. – 2.2917" Binding: Saddle Wire

DIGITAL AD REQUIREMENTS

Ads submitted must meet the publisher's production guidelines.

Preferred ad submission method. Press quality PDF is the preferred method of ad submission for this magazine. If you're not sure how to make a press quality PDF please go to www.VPDemandCreation.com/support_asg.php and download the PDF job options.

Other submission methods: We accept composite JPG (preferred image mode), TIF, or EPS files with the color mode CMYK at 600-900 dpi for color ads or color mode Grayscale for black and white ads.

Dimensions: All ads must be configured to fit the ad sizes as indicated below. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the live area 7 7/8" x 9 5/8" centered. There is no need to add registration marks.

Black-and-White Ads: All black-and-white ads must be set up to output as one-color art and text. This will prevent any unanticipated screen tints from appearing in final image.

Preparation: If the publisher's production department considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and re-submit the ad – or – the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted.

Please call if you have any questions regarding your file set-up.

PAYMENT

Check due by space deadline

MISCELLANEOUS

Special Positions: Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. No premium is required for positioning.

ADVERTISING AGREEMENT

All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the material deadline for the next scheduled insertion.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

CANCELLATION POLICY

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received **written notice** from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

For more information: www.parkerguns.org