



2020 PRINT ADVERTISING ORDER FORM

OFFICIAL SHOW DIRECTORY & BUYERS' GUIDE Run-of-Book Positions

- Full-Page Spread 4/C\$7,500
- Full-Page 4/C\$4,950
- Half-Page 4/C..... \$3,800

Premium Positions in the Show Directory

- Cover 2 Gate Fold\$11,500 **(SOLD)**
- Cover 3 Gate Fold\$9,000 **(SOLD)**
- Back Cover\$10,000 **(SOLD)**
- Page Facing Inside Front Cover.....\$8,000 **(SOLD)**
- Page Facing Inside Back Cover\$5,700 **(SOLD)**
- Page Facing Front/Back of Tab Page.....\$5,700
- Bellyband\$6,900 **(SOLD)**
- Inserts (supplied by advertiser) \$6,900** **(SOLD)**
- Tab Page (per side)..... \$8,000
- Spine (exclusive)..... \$7,500
- Floor Plan (exclusive)..... \$16,500 **(SOLD)**
- Bookmark (exclusive) \$7,700 **(SOLD)**
- Post-It Note (exclusive) \$6,900**

**Materials to be supplied by Advertiser. Production, design, shipping/freight and/or labor costs not included.

DUAL DISCOUNT PACKAGE IN OFFICIAL BUYERS' GUIDE AND THE NEW PRODUCT GUIDE (SAVE MORE THAN \$2,800!)

- Full Page 4/C.....\$8,900

NEW PRODUCT GUIDE

- Cover 2 (inside front).....\$5,300 **(SOLD)**
- Cover 3 (inside back)\$4,000 **(SOLD)**
- Cover 4 (back cover)\$5,600 **(SOLD)**
- Full Page..... \$3,000
- Half Page..... \$2,100

EMAIL THIS FORM BACK TODAY! Chris Tatulli, ctatulli@nssf.org | Phone (203) 426-1320, Ext. 214 | Fax (203) 426-1245

Customer ID # _____

Exhibitor _____ Agency _____

Name/Title _____ Name/Title _____

Phone _____ Phone _____

Fax _____ Fax _____

Email _____ Email _____

Signature _____ Date _____ Signature _____ Date _____

We collect this data in order to provide you with information about 2020 SHOT Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at SHOTShow.org.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.