

**2010-2011 Advertising Rates
& Mechanical Specifications For
The Single Shot Exchange**

M A G A Z I N E
A Monthly Journal & Emporium Devoted to
Antique & Classic Firearms



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*The Single Shot Exchange is a publication of
Exchange Publishers, Inc. of York, S.C.*

B&W Display Advertising Rates

The rates listed below are for black and white advertising space only.

Ad size	1 issue	3 issues	6 issues	12 issues
1-col. inch	\$15.95	\$14.35	\$13.56	\$12.76
1/6 page	79.75	71.77	67.78	63.80
1/3 page	159.50	143.55	135.57	127.60
1/2 page	239.25	215.32	203.35	191.40
2/3 page	319.00	287.10	271.15	255.20
1 page	478.50	430.65	406.72	382.80

Full-Color Display Advertising Rates

Four-color display advertising space is available as follows:

\$1200 for full page and \$600 for 1/2 page. *Minimum six months consecutive, identical insertions required.*

Classified Advertising Rates

25 cents per word with a \$5.00 minimum order per ad.

Discounts for consecutive insertions:

1-2	NO DISCOUNT	7-9	15 %
3-6	10%	10-12	20%

Sample Ad Word Count

Stevens, Mod 47, .28-30, DST, 28" 1/2 Oct							
1	2	3	4	5	6	7	8
Barrel , Bore excellent, case colors 80%, Blue							
9	10	11	12	13	14	15	
90%, Stocks 90%, Original Vernier Tang,							
16	17	18	19	20	21		
Wingage Front, \$1275	617	488	-1212	Bob			
22	23	24	FREE	FREE	FREE		

Page 2
2010-2011 Advertising Rates
& Mechanical Specifications For
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Please print or type, and punctuate. Not responsible for errors due to long hand or illegible copy. **NO PORs** allowed. Abbreviations count 1 word, hyphenated words count as 2. A one-word name and phone number will be placed after each ad free of charge. Full addresses counted by the word or number group. All ads will be placed in the section deemed appropriate by the publisher unless specified by the advertiser.

Payment must be included with all ads (in U.S. funds plus bank clearing and foreign exchange charges for foreign advertisers).

The closing date for advertising is the 1st of the preceeding month of publication. For example, January 1st is the closing date for the February issue. The mailing date for all issues is the 15th of the preceeding month, i.e., the January issue is mailed December 15.

Subscription Information

1 year (12 issues) Mailed Second Class	\$35.00
2 years (24 issues) Mailed Second Class	\$69.00
3 years (36 issues) Mailed Second Class	\$103.00
U.S. Mail First Class Delivery	\$52.50

Canada & Mexico (Via Air Mail) U.S. \$50.00

Overseas (Via Air Mail) U.S. \$65.00

Foreign subscriptions must be paid in U.S. funds by bank draft with an affiliated U.S. bank. **Visa and MasterCard accepted.**

General Information

The Single Shot Exchange is a monthly Buy-Sell-Trade publication specifically targeted to the "Antique and Classic Firearms" shooter and collector. "Antique and Classic", is defined as follows: *Any sporting or target firearm designed or manufactured before 1920, to include U.S. martial weapons through the Krag; all muzzleloading rifles, pistols and shotguns, original or reproduction; all American and European single shot target or "Schuetzen" rifles, original or reproduction; all non-military collectible Colt pistols & rifles, Winchesters, Marlins and the like; all non-current production collectible shotguns. Any accessory item that relates to this definition is welcome.* **EXCLUDED from this publication are:** modern military surplus weapons, machine guns, weapons and gadgets designed for police use, modern sporting weapons, unless they are reproductions of/or styled after any of the "Antiques and Classics". The Publisher reserves the right to refuse any advertising that does not follow this format or advertising for items or services of questionable moral value, in our judgement.

MINORS: Must furnish certificates of responsibility from parents or guardians. **TERMS:** Cash with order only. **ERRORS :** The Publisher is not responsible for errors resulting in longhand or illegible copy, liability for any errors shall not exceed the cost of the advertising space. **The Single Shot Exchange** assumes no responsibility for misprints or claims and actions by advertisers.

RETURN PRIVILEGE: An advertiser must accept return of any merchandise postmarked within 5 days of its receipt by the customer. **TELEPHONE & FAX ADS ARE ACCEPTED** subject to certain conditions.

Page 3
2010-2011 Advertising Rates
& Mechanical Specifications For
The Single Shot Exchange

PHOTOS: camera ready 100 or 120 line screen printed at no extra charge. **ADVERTISING AGENCIES:** no discounts granted below advertised rates.

Standard Advertising Policies

All advertising orders are accepted subject to the terms and provisions on the current rate card. The Publisher reserves the right to omit or decline advertising or suspend advertising privileges, for any reason, irrespective of the validity of the reasons for such omission, declination or suspension of advertising privileges. The placement of an ad is automatically an acceptance of all rates and conditions of this rate card. The rate card is part of the advertising contract.

The Publisher will not be bound by any conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions, which conflict with his or her policies. All advertising is subject to the Publisher's approval. The Publisher reserves the right to edit advertising copy to conform with standard advertising policies.

Advertisers assume all liability for content of ads printed and also assume responsibility for any claims arising therefrom made against the Publisher. It is the Advertiser's responsibility to obtain appropriate releases on any item or individual pictured in the advertisement.

All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the Publisher's control. Advertisements offering prizes, grab bags, or contents of any nature, are not acceptable unless written approval has been obtained from the United States Postal Service, Washington, D.C.

Advertisers must have in stock and be prepared to deliver at the prices indicated, through the issue date of the publication in which they advertise, a reasonable quantity of the offered items, sufficient to satisfy the anticipated demand. Any "Guarantee" must explicitly state the terms, extent, and duration of the guarantee offered and the responsible party. Statements such as "Satisfaction Guaranteed" give the purchaser, not the advertiser, the sole right to judge whether there is satisfaction. If the guarantee is based on the advertiser's own judgement, that fact must be stated.

Customers of the mail order advertisers in **The Single Shot Exchange** have five days from the time they receive an order to return it, in the same condition, for a full refund. If delivery will take longer than 30 days from the date the seller receives the order, the seller must inform the buyer and offer the buyer the option of a refund or delayed delivery.

Page 4
2010-2011 Advertising Rates
& Mechanical Specifications For
The Single Shot Exchange

**MECHANICAL
REQUIREMENTS**

Photo/Artwork
& Copy Dimensions

- Full Page, 7.5 X 10"
- 2/3 Page, 5 X 10"
- 1/2 Page, 7.5 X 5"
- 1/2 Page Island, 5 X 7.5"
- 1/3 Page Vertical, 2.5 X 10"
- 1/3 Page Square, 5 X 5"
- 1/6 Page Vertical, 2.5 X 5"
- 1/6 Page Horizontal, 5 X 2.5"

