

SSAA National 2018 Rate Card

SSAA National proud publisher of

- Australian Shooter
- Australian Hunter
- Australian & New Zealand Handgun
- SSAA's Comprehensive Guide to Shooting & Hunting in Australia
- Secure Your Gun, Secure Your Sport
- ssaagunsales.com
- SSAA National E-newsletter
- ssa.org.au



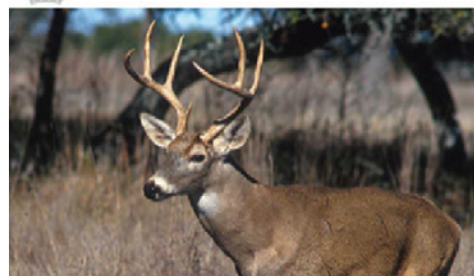
SECURE YOUR GUN

Deer records, devil recovery and blood donations

View this em...



SSAA NATIONAL



SPORTING SHOOTERS' ASSOCIATION OF AUSTRALIA

SSAA Farmer Assist
Operational across Queensland, NSW, ACT, To

NEWS / BLOGS / PUBLICATIONS / PARTNERING / DISCIPLINES / LOCATIONS / MEDIA

OFFICES / ROLA TV / ROLARANCE / STORE / FARMER ASSIST / GUN SALES

OCT 2017 In Press Features: Crisis show they have NFI about the NFI

OCT 2017 In Press Features: SSAA Meets AMA's controversial Storage thought bubble

OCT 2017 In Member Announcements: Vale Bill Woolstons

Member Announcements
Sponsor a junior member for your chance to WIN!

Welcome

SSAA National is excited to offer you the following advertising options:

Advertising

We can offer you any number of paid and value-added advertising platforms. These include:

- Print advertising in the monthly *Australian Shooter* magazine
- Print advertising in the quarterly *Australian Hunter* magazine
- Print advertising in the annual *Australian & New Zealand Handgun* magazine
- Print advertising in the biannual *Secure Your Gun, Secure Your Sport* brochure
- Print advertising in the biannual *SSAA's Comprehensive Guide to Shooting & Hunting in Australia* magazine
- Website advertising throughout SSAA National site on ssaa.org.au
- Trading-post style advertising on ssaagunsales.com
- Online advertising in our *SSAA National E-newsletter* email publications
- Direct marketing within our SSAA membership card renewal and new member letters
- Fall-out inserts in the *Australian Hunter* magazine
- Competitions or prize promotions in each magazine and intermittently via online publications or social media

Magazine stories and reviews

If you have a story to share about your business, services or products, we encourage you to discuss it with us. Your products could feature in a review written by one of our writers, while your current events or projects could receive news coverage. This kind of free coverage on your business and products is available to all advertisers and is a value-added service that money just can't buy. Product reviews must be arranged with the Editor prior to the product being sent to the department or the reviewer.

Online promotions

If your business has any news to share with our shooters, hunters or outdoor enthusiasts, please let us know. Whether it's a new product launch, large sales event, SSAA member discount offer, a come and try day or other announcement, we may be able to publish this information on the SSAA National website (ssaa.org.au), so feel free to add advertising@ssaa.org.au to your media or newsletter lists to keep us informed.

More information

As with all advertising, we encourage your advert to include your business name, logo and slogan, as well as an image, the name and a short description of your product/s, special promotional sale or upcoming event.

In any of our online or printed options, you may provide your complete and ready-to-publish advert, or we can design it for you for free. If you would like to use adverts designed by the SSAA National design team in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Please note that all rates quoted in this Rate Card include GST, are based on per insertion and are for full-colour adverts. All specified positions incur an additional 15 per cent surcharge, across all print titles.

If you would like to receive a complimentary copy of any of our publications for your consideration or records, please ask. Similarly, if you have any questions, require further information or would like to discuss your advertising or marketing options, please feel free to contact us at any time.

Karoline Minicozzi, Advertising & Promotions

Email: advertising@ssaa.org.au

Phone: 08 8272 7100 or 0412 486 071

Fax: 08 8272 2945

Postal: PO Box 2520, Unley SA 5061

Website and E-newsletter

Website and email advertising is a fantastic, easy and inexpensive way of getting your business and brand name out there. All adverts on our website, when clicked on, will link visitors directly to your website, providing your customers with an immediate port of call.

In addition to this, you can tailor your advert specifically to your desired audience by placing it under either our **Sports Shooting** or **Hunting** category. Depending on what is best suited to your business, products or services, you may choose for instance to place adverts showcasing your hunting firearms or products intended for the field under the Hunting category, while target shooting or all-purpose firearms and products may be better placed under the Sports Shooting category.

Website rates

Size	Per month
Skyscraper	\$220
Medium banner	\$110

Website specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

Skyscraper: 500 pixels deep x 270 pixels wide

Medium banner: 250 pixels deep x 270 pixels wide

ssaa.org.au

The SSAA *National E-newsletter* is a popular member-only electronic newsletter, with over 40,000 (Oct 2017) subscribers. The publication covers current events, reviews and stories about firearm, sport shooting and recreational hunting issues and other important and relevant news.

Advertising in this publication is quite exclusive, as we only permit two adverts per issue, which link from your customer's inbox straight to your website. Using this type of immediate and up-to-date format works best when promoting a special offer/discount or upcoming event.

E-newsletter rates

Size	Per month
E-newsletter rectangle	\$390
E-newsletter banner	\$340

E-newsletter specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

E-newsletter rectangle: 300 pixels wide x 350 pixels high

E-newsletter banner: 100 pixels deep x 564 pixels wide

Space booking and artwork deadlines

Month	Space bookings	Material makeup	Complete artwork
January	12 December 2017	14 December 2017	17 December 2017
February	18 January	24 January	26 January
March	15 February	21 February	23 February
April	16 March	23 March	28 March
May	19 April	24 April	27 April
June	22 May	25 May	29 May
July	19 June	22 June	27 June
August	18 July	23 July	26 July
September	17 August	24 August	28 August
October	18 September	21 September	26 September
November	18 October	23 October	26 October
December	16 November	22 November	27 November



Australian Shooter

The *Australian Shooter* is the mouthpiece of the Sporting Shooters' Association of Australia (SSAA). It is an entertaining and informative magazine for firearms enthusiasts, shooters and hunters. It is published 11 times a year (from February to December) and has an impressive circulation of 186,000 per issue (Oct 2017).

The *Australian Shooter* caters to recreational hunters, casual and competitive target shooters, firearms collectors and professional shooters, as well as those who are employed in law enforcement agencies. The magazine is loosely divided into several sections, including our regular political, technical and opinion columns, product reviews, shooting and hunting stories, the Youth in Focus junior profile and Competition News.

The Multiple Title Discount (MTD) is offered for all advertisers who regularly advertise in the *Australian Shooter* (all 11 issues per year) plus a combination of at least the following:

Rates

Size	Casual	6x	11x	MTD
Full page	\$6870	\$4220	\$3115	\$2550
Half page	\$4955	\$3270	\$1970	\$1315
Third page	\$3635	\$2345	\$1405	\$980
Quarter page	\$3545	\$2100	\$1250	\$805
Column	\$80 per centimetre			

Cover pages

Inside front cover Page 3	Offered as a double-page spread only \$6090
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Inside back cover \$3020

Outside back cover \$4215

- All four issues of the *Australian Hunter*
- Three issues of the *Australian Hunter* + the *Australian & New Zealand Handgun*
- Three issues of the *Australian Hunter* + the SSAA's *Comprehensive Guide*

The MTD rate is only offered for adverts that are quarter page or larger. Adverts must be at least the same size as the adverts placed in the *Australian Shooter*. All bookings must be made at the same time, in advance, for the entire year.

Specifications

The *Australian Shooter* is saddle stitched and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 270mm deep x 205mm wide
(bleed size): 280mm deep x 215mm wide
Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 410mm wide
(bleed size): 280mm deep x 420mm wide
Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 184mm wide

Half page vertical: 235mm deep x 90mm wide

Third page horizontal: 79mm deep x 184mm wide

Third page vertical: 235mm deep x 59mm wide

Quarter page horizontal: 57mm deep x 184mm wide

Quarter page vertical: 115mm deep x 90mm wide

Column: Minimum 30mm to maximum 120mm deep x 59mm wide

Space booking and artwork deadlines

Cover date	Space bookings	Material makeup	Complete artwork
February 2018	16 November 2017	25 November 2017	8 December 2017
March	15 January	25 January	5 February
April	15 February	23 February	5 March
May	15 March	28 March	5 April
June	17 April	27 April	4 May
July	17 May	25 May	5 June
August	14 June	22 June	3 July
September	17 July	26 July	3 August
October	16 August	24 August	4 September
November	12 September	26 September	5 October
December	17 October	26 October	2 November



Australian Hunter

The *Australian Hunter* is Australia's favourite hunting magazine, and is intended to create a better environment and community understanding of all forms of hunting, as well as provide hunters with up-to-date news and product information. It is published quarterly, with a circulation of 30,000 per issue.

The *Australian Hunter* caters for hunters of all persuasions, such as those who hunt for animal management, trophies and of course, for the family table. The magazine comprises several sections, including In Search of Game, Practical Hunting (advice), Edgware (knives), Reviews (firearms and products), Camp Kitchen (recipes) and Hunters World.

Each year the *Australian Hunter* magazine expands to include more stories and information about camping, offroad vehicles and the outdoors in general. Our readers have been asking for this, so if you sell or distribute relevant products and are interested in having product reviews or competition prizes organised, related stories written or supporting adverts included, please let us know. If you have any press releases or announcements that would interest hunters, please let us know and we will do our best to include them in the magazine as an 'advertorial' free of charge.



Rates

Full page	\$1995
Half page	\$1145
Third page	\$870
Quarter page	\$465

Cover pages

Inside front cover Page 3	Offered as a double-page spread only \$4100
Inside back cover	\$2290
Outside back cover	\$2625

Specifications

The *Australian Hunter* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 270mm deep x 203mm wide

(bleed size): 280mm deep x 213mm wide

Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 406mm wide

(bleed size): 280mm deep x 416mm wide

Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 177mm wide

Half page vertical: 229mm deep x 86mm wide

Third page horizontal: 79mm deep x 177mm wide

Third page vertical: 229mm deep x 56mm wide

Quarter page horizontal: 57mm deep x 177mm wide

Quarter page vertical: 115mm deep x 86mm wide

Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Hunter 64	24 November 2017	6 December 2017	13 December 2017	March
Hunter 65	29 March	6 April	13 April	June
Hunter 66	26 June	6 July	13 July	September
Hunter 67	28 September	5 October	12 October	December

Please use this as a snapshot only



SPORTING SHOOTERS' MEMBERSHIP STATISTICS

186,000+

Age

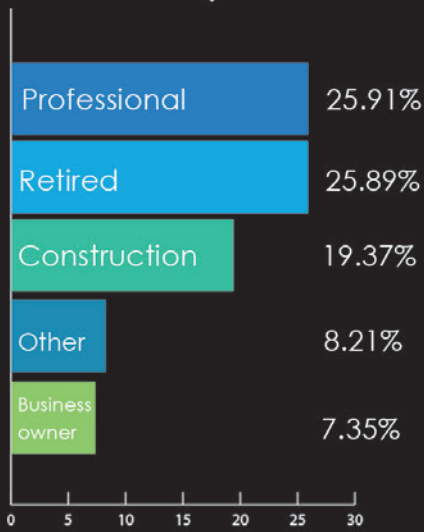
17%
are 26-35

20%
are 46-55

12%
are 66-75

are 46-55

Employment status



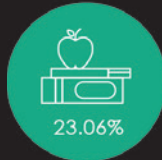
Employment

50%
are full time

5.01%
are casual

4.17%
are part time

Education



High School



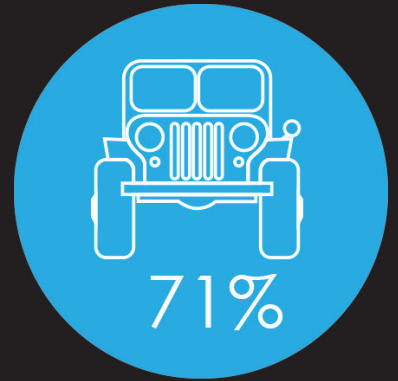
University



Tafe

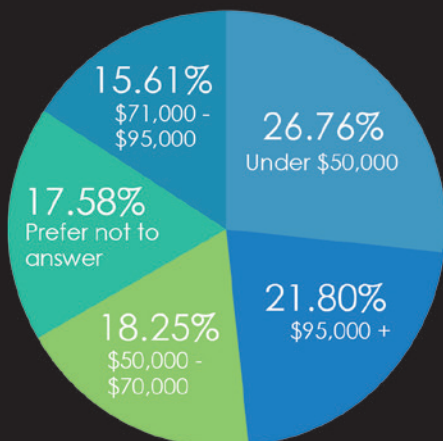


Apprenticeship



Own a 4WD

Annual income



Shooting activities

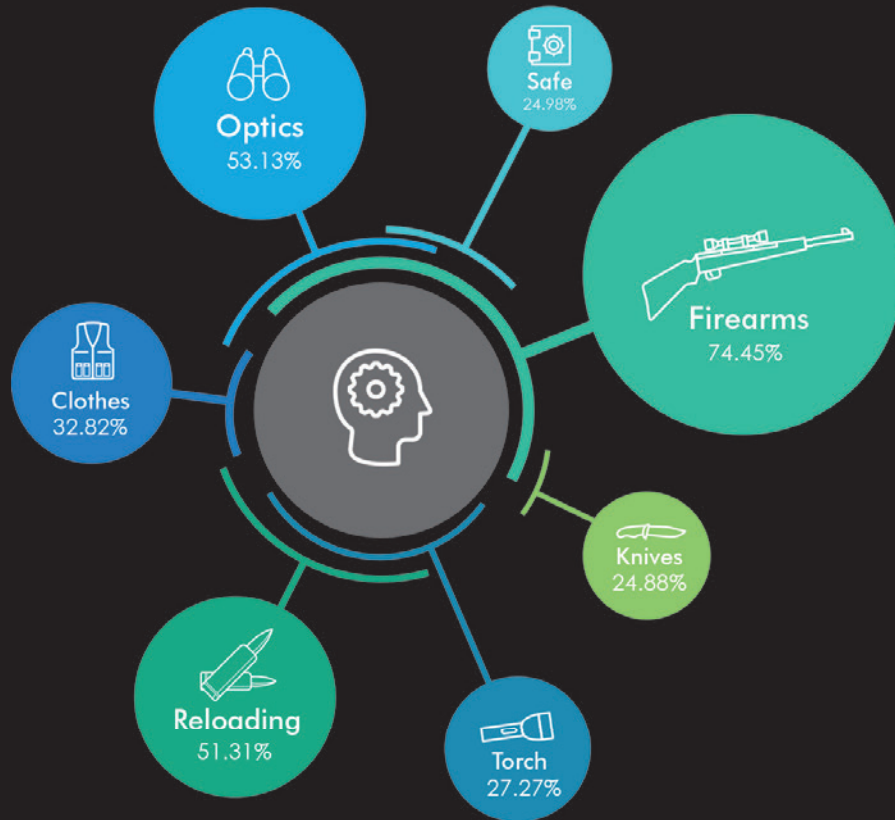


53% participate in target shooting events

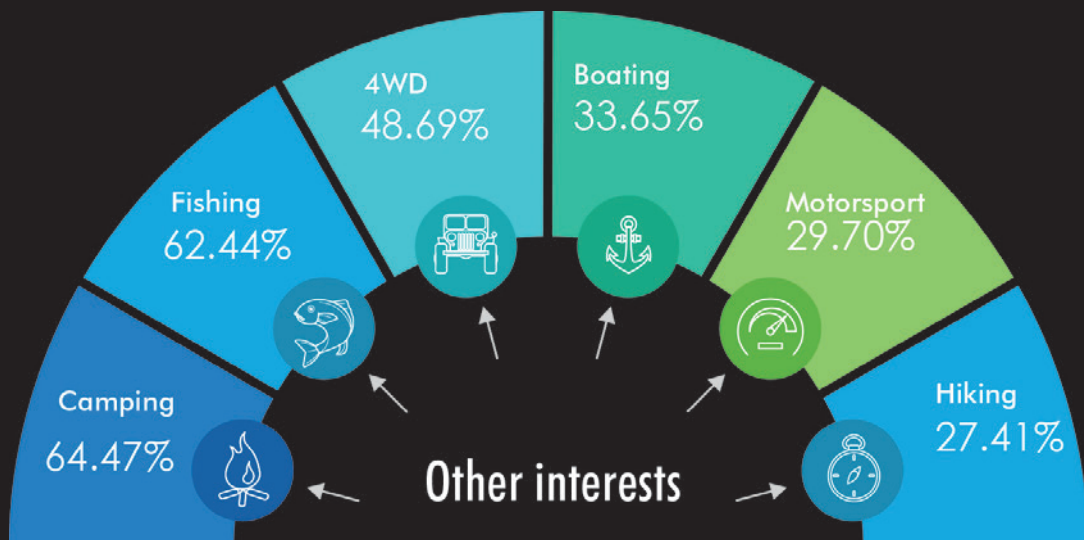
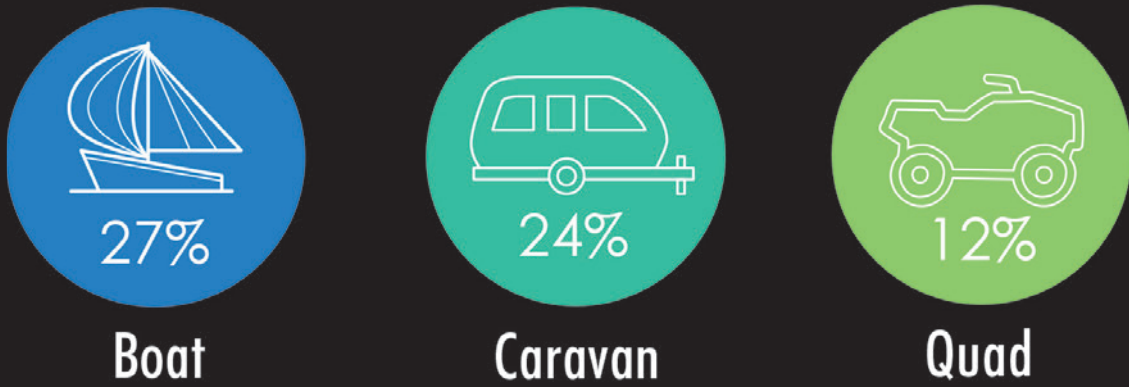


78% Go hunting

Purchase priorities



Own a



SSAA - what we do

The Sporting Shooters' Association of Australia (SSAA) is Australia's largest and leading sports shooting body. Established in 1948 to promote sport shooting and recreational hunting, the SSAA also lobbies to ensure laws do not negatively affect legitimate firearm owners. We provide a variety of member services.

Clubs & competitions

The SSAA has about 440 clubs and ranges throughout Australia. We cater for target shooters and hunters who may want to sight-in their firearms at one of our many ranges. Our clubs also offer many different types of rifle, shotgun and handgun shooting competitions, whether you are a weekend club shooter or are aspiring to be a serious national or international competitor.

ssaa.org.au/disciplines

Magazines & more

The *Australian Shooter* magazine is the pride of the Association and is mailed as a bonus to our members 11 times per year, saving them almost \$100 each year on the newsagency price. Our other publications cover topics such as hunting, a how-to guide to shooting and hunting, handguns, politics, state updates, something for teenagers and even a handful of cookbooks. In the digital age, we have a variety of websites, e-newsletters and social media. We also have our own SSAA TV channel on YouTube featuring how-to videos on competitions, hunting, butchering, firearm maintenance and more.

ssaa.org.au/publications

SSAA Gun Sales

SSAA Gun Sales is an online service for SSAA members, dealers and the Australian shooting and hunting community, including firearm owners, collectors and enthusiasts. Designed to be Australia's most comprehensive firearms and accessories trading website, it has heavily discounted listing fees for members and is safe, secure, legal and easy to use.

ssaagunsales.com

Insurance

With SSAA membership, members are automatically insured for up to \$20 million public liability and personal accident cover up to \$750 per week with \$75,000 life insurance when participating in a shooting-related activity. SSAA General Insurance Brokers can also arrange cover for your business whether you're a tradie, doctor, lawyer or retailer plus your personal covers. Perhaps one of our most popular insurance products is the SSAA Members Firearms Insurance, which covers your firearms for theft, accidental loss such as fire or flood and accidental breakage, not just at home but also at the range or out hunting for up to \$25,000. For just \$25 a year, this is remarkable value only offered to SSAA members.

ssaaib.com.au
08 8332 0281

Hunting

SSAA members can also sign up free of charge to the SSAA Farmer Assist program, which connects members with farmers who require wildlife culling to maintain their property. The program is run online at farmerassist.com.au and requires members to undertake accuracy accreditation to be eligible.

Many states run dedicated hunting programs often called SSAA Conservation & Wildlife Management. Members can learn four-wheel drive, GPS and other outdoor skills that will enable them to be better hunters while helping preserve Australia's environmental balance. Across Australia there are a variety of hunting-specific courses and clubs available to all members that will introduce you to game stalking, butchering and, of course, firearm safety in the field. Whether hunting rabbits, ducks, foxes, pigs or trophy deer, the SSAA can point you in the right direction.

ssaa.org.au/hunting

Membership services

Our members are the SSAA and we have a dedicated team of professionals available to ensure you get the most out of your membership. Our goal is to reach 200,000 members by 2020. We can only do that by satisfying our stakeholders, supporting our dedicated volunteers and continuing to expand and improve our services. Newly introduced benefits include our extremely affordable firearms insurance and discounted online firearms trading through our SSAA Gun Sales.

ssaa.org.au/join-us
02 8805 3900

SSAA Store

We wear our logo proudly and we encourage our members to do the same. Our SSAA Store features many items for sale including clothing, camping gear and firearms accessories. You will also find the SSAA's mascot, Trigga the Koala. This Australian icon helps explain to our local and international friends alike the conservation role that hunting and the SSAA play in protecting our distinctive Australian environment and wildlife.

store.ssaa.org.au

Lobbying & SSAA Legislative Action (SSAA-LA)

The SSAA lobbies all arms of government including local, state and federal. The SSAA can often be found consulting with firearms registries, state parliamentarians and also at the table in federal parliament negotiating to protect members' chosen recreations and pastimes. Through our SSAA Legislative Action (SSAA-LA) department, we specifically praise and publicise lawmakers and commentators who support us, while exposing the ignorance of those who wish to damage our sport.

On the international front, we even have Non-Government Organisation status within the United Nations and regularly participate in international forums. You can follow our political activities in our variety of magazines, websites and social media.

SSAA SHOT Expos

Each year, we host at least one large, professional shooting and outdoors expo showcasing the best products and services available in the Australian market. The SSAA SHOT Expos can attract more than 15,000 people during a weekend looking for the perfect firearm, scope, knife or accessories to add to their kit. Previously held in Sydney, Melbourne, Brisbane and Perth, upcoming expos are advertised throughout our magazines, websites and social media.

Youth development & firearm safety education

The SSAA conducts regular safety classes and practical instruction on firearm safety. The Association works closely with the firearms industry in the promotion of responsible firearms handling among junior shooters across Australia. You can sponsor a junior's membership and help set them on the right path to responsible firearm ownership and to the enjoyment that comes with being a sporting shooter.

ssaa.org.au/juniors



ssaa.org.au

Join us!

Since launching in May 2016, SSAA Gun Sales has proved to be a huge hit for firearm enthusiasts in Australia. The safe, secure and simple to use online marketplace was designed to be Australia's most comprehensive firearms and accessories trading website.

During the past year SSAA Gun Sales has established itself as a busy hive of activity with a wide range of products.

In its first year SSAA Gun Sales was viewed 3.4 million times, and now has 8000 active members (October 2017). Over 1600 items have been sold already, and there are at least 1200 active listings up at any one time.

We encourage you to use SSAA Gun Sales to list anything and everything from firearms and firearm parts, sights and optics, all shooting and hunting products and accessories, ammunition and reloading equipment as well as other general items including camping gear, clothing, books, DVDs, campers, vehicles, boats, property and much, much more.

Dealer listings are just \$20 per item.

- Your ad will last for 12 months unless sold prior.
- You will be in control of your ad, and can manage all the enquiries, notifications and listings direct through your account on the actual website.
- If you would like to discuss package options, either monthly or annually, please talk to us about your requirements and we will happily look at this with you.
- Have a look at the site on ssaagunsales.com

[Home](#) | [Search](#)

Login
PLACE AN AD

FIREARMS OPTICS PARTS AMMO SHOOTING HUNTING OTHER WANTED SOLD

All categories ▼

Keywords

SEARCH LISTINGS

[Advanced Search](#)
[Reset Search](#)

AUSTRALIA'S MOST COMPREHENSIVE FIREARMS AND ACCESSORIES TRADING WEBSITE

\$10 for SSAA Members and \$20 for non-SSAA Members to list an ad

FEATURED LISTINGS

MVP 223

★★★★

\$1,050.00

PRIVATE USER

MAKE: MOSSBERG

MODEL: MVP

ACTION TYPE: BOLT

CALIBRE: 223 REMINGTON

Savage Model 212

★★★

\$900.00

DEALER

MAKE: SAVAGE

MODEL: 212

ACTION TYPE: BOLT

CALIBRE: 12 GAUGE

Docter Classic 3-12x56 4LP
30mm Tube Illuminated

★★★★★

\$1,525.00

MAKE: DOCTER

MODEL: CLASSIC 3-12X56 4LP

Lyman 1500 XP Electronic
Reloading Scale

★★★★★

\$180.00

MAKE: LYMAN

MODEL: 1500 XP

38 SUPER HANDGUN SPECIAL \$ SUPER LOADING PRESSES AND ACCESSORIES

\$1,500.00

PRIVATE USER

Author: [Name]

Address: [Address]

Phone: [Phone]

Shipping: [Shipping info]

CONDITION: [Condition] **RELOADER TYPE:** [Type]

MAKE: [Make] **ACTION TYPE:** [Type]

MODEL: [Model] **GAUGE:** [Gauge]

SERIAL NUMBER: [Serial]

Australian & New Zealand Handgun

The *Australian & New Zealand Handgun* is intended to create a better environment and community understanding of all forms of handgun shooting. It is published annually and has a circulation of around 15,000 per issue. The magazine caters to revolver and pistol shooters, as well as professional shooters and those employed in law enforcement agencies.

The *Australian & New Zealand Handgun* is loosely divided into several sections, including Target (accuracy, technical and reloading information), Reviews (firearms and products), Historical and Handgunners World. If you would like to advertise near or in a particular section, please let us know.

Rates

Full page	\$1995
Half page	\$1145
Third page	\$870
Quarter page	\$465

Cover pages

Inside front cover	Offered as a double-page spread only	\$4100
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Inside back cover	\$2290
Outside back cover	\$2625

Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Handgun 17	30 August	14 September	21 September	December

Specifications

The *Australian & New Zealand Handgun* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 275mm deep x 230mm wide
(bleed size): 285mm deep x 240mm wide
Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 460mm wide
(bleed size): 285mm deep x 470mm wide
Keep any active content 5mm inside trim size

Half page horizontal: 110mm deep x 194mm wide

Half page vertical: 224mm deep x 94mm wide

Third page horizontal: 80mm deep x 194mm wide

Third page vertical: 224mm deep x 60mm wide

Quarter page horizontal: 52mm deep x 194mm wide

Quarter page vertical: 110mm deep x 94mm wide



Secure Your Gun, Secure Your Sport

The *Secure Your Gun, Secure Your Sport* brochure is just that - a publication purely dedicated to firearm safes and safety. The brochure is released every few years and is sent to all SSAA members and the SSAA state and territory branches for distribution to their clubs and expos. An electronic copy is also available on the SSAA National website (ssaa.org.au).

The brochure features write-ups and images on a range of different size and capacity manual and electronic safes and associated products such as trigger locks. It also includes

contact details regarding the distributors and state and territory firearms branches.

All advertisers who feature in this brochure are encouraged to provide as much information as possible on each and every safe they have available. Your business information will be included, so members and customers can quickly see who distributes and sells whichever safe they are interested in purchasing.

The fourth issue of *Secure Your Gun, Secure Your Sport* was our biggest to date, with a 24-page brochure released in

SSAA's Comprehensive Guide to Shooting and Hunting in Australia

The SSAA's *Comprehensive Guide* covers many different shooting disciplines and events (including rifle, shotgun and handgun shooting), shooting techniques, detailed state and territory specific information about hunting, as well as something for junior shooters. This magazine is aimed at all shooters, hunters and outdoors enthusiasts Australia-wide, but is particularly orientated towards newcomers.

The Guide is becoming more and more popular with readers and advertisers each year and with a firm circulation of 15,000 per issue, it has successfully established its place in the SSAA's stable of publications. The fifth edition is set to be released in 2018 and is expected to be bigger and better than ever.

Please keep in mind that a large portion of readers of this publication are not SSAA members, as they are often just entering sports shooting, recreational hunting or the Association for the first time. The SSAA's *Comprehensive Guide* is therefore a great platform for you to promote your brand and products to the next generation in our sport.

Rates

Full page	\$1945
Half page	\$1115
Third page	\$845
Quarter page	\$455

Cover pages

Inside front cover	Offered as a double-page spread only	\$4005
Page 3		
Inside back cover		\$2240
Outside back cover		\$2505

July 2016. We expect to print more than 200,000 copies of the fifth issue next year and again release it Australia-wide through the *Australian Shooter* magazine, as well as online.

Specifications

Secure Your Gun, Secure Your Sport is spine glued and printed web offset throughout. See *Australian Shooter* specifications for advert dimensions and more details.

Specifications

SSAA's *Comprehensive Guide to Shooting & Hunting in Australia* is perfect bound and printed web offset throughout. See Terms and conditions for more details.

Full page (trim size): 270mm deep x 203mm wide
(bleed size): 280mm deep x 213mm wide
Keep any active content 7mm inside trim size

IFC + page 3 (trim size): 270mm deep x 406mm wide
(bleed size): 280mm deep x 416mm wide
Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 177mm wide

Half page vertical: 229mm deep x 86mm wide

Third page horizontal: 79mm deep x 177mm wide

Third page vertical: 229mm deep x 56mm wide

Quarter page horizontal: 57mm deep x 177mm wide

Quarter page vertical: 115mm deep x 86mm wide

Space booking and artwork deadlines

Cover issue	Space booking	Artwork	Released
Edition 5	22 January	19 March	April 2018

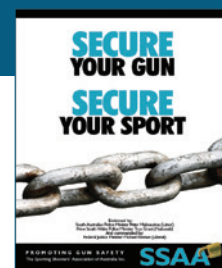


Rates

Full page	\$3040
Half page	\$1915
Third page	\$1375
Quarter page	\$1220

Space booking and artwork deadlines

Cover issue	Space booking	Artwork	Released
Edition 5	17 May	5 June	July 2018



Terms and conditions

The *Australian Shooter*, *Australian Hunter*, *Australian & New Zealand Handgun*, *SSAA's Comprehensive Guide to Shooting & Hunting in Australia*, *Secure Your Gun*, *Secure Your Sport*, *SSAA National E-newsletter*, and *SSAA National website* (ssaa.org.au) are published by the Sporting Shooters' Association of Australia Inc (SSAA National).

Any Advertiser Booking Contracts that are not returned with confirmation by signature before the space booking deadline stated on this Rate Card will not be included for the requested month. All Booking Contracts must be signed to secure and confirm the advertiser's agreement to place advertisements in SSAA National's publications.

Material for booked advertisements must be in the hands of the publisher as per the deadlines stated on this Rate Card. Otherwise, the advertisement, as standing, will be repeated.

All advertising must be cancelled in writing to advertising@ssaa.org.au. Cancellations of contracted advertisements will not be accepted after the space booking deadline.

All rates quoted include Australian GST, are based on per insertion and are for full-colour adverts.

All specified positions incur an additional 15 per cent surcharge, across all print titles.

Agency commission is set at 10 per cent.

Advertisements for use in any of SSAA National's publications can be designed for free. However, if you would like to use one of these advertisements in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Print specifications

All ready artwork must be supplied digitally as high resolution print-ready PDFs with trim marks and bleed, either delivered by email or CD. All advertisements must be accompanied by a colour proof as verification.

When the advertiser's complete artwork does not fit the required size specifications as outlined for each publication on this Rate Card, the publisher will resize or adjust the artwork to fit at its own discretion.

The publisher reserves the right to reject inferior artwork.

Policies

SSAA National reserves the right to reject any bookings and advertising submissions at its own discretion and without stating a reason.

SSAA National has a policy on advertisements in the Association's publications. We request that all advertisers be cautious with the descriptions or imagery associated with

their products, particularly firearms and scopes. Adjectives such as 'tactical', 'sniper', 'mil-spec', 'police', 'defender' and 'homeland defence' can create negative connotations and are easily exploited by negative media agencies, journalists and politicians. In short, it makes our cause to promote recreational shooting and hunting even harder. We realise that in some instances the words 'tactical' or similar are a part of the product's name and we will consider advertising these products on a case-by-case basis. All advertisement artwork and images should be considered in the same context as avoiding the use of aggressive or militaristic sounding words. In addition, advertising that promotes overt sexism should be avoided and may be rejected on those grounds.

As the publisher, SSAA National reserves the right to refuse any advertisement that may be deemed unsuitable for publication without stating a reason.

The publisher will place the word 'advertisement' on any copy, which, in the publisher's opinion, too closely resembles editorial matter.

Payment options

Charges are due for payment within 30 days after an invoice has been issued.

If you would like to pre-pay any of your advertising, please advise and organise this directly with Advertising Representative Karoline Minicozzi.

If you would prefer to pay by electronic funds transfer (EFT), please use the following details to transfer using BSB number: 013457; account number: 296704858; account name: Sporting Shooters Association Australia; and the reference number included on your invoice within 30 days of the invoice date.

If you would prefer to pay by credit card, please contact the SSAA National Accounts Office (PO Box 282, Plumpton, NSW 2761 or 02 8805 3900) to authorise your payment. Credit cards will be charged within a fortnight of the magazine being released. Receipts will be sent once payment is confirmed.

If you would prefer to pay by cheque, please make the cheque payable to Sporting Shooters' Association of Australia Inc, and send with your invoice number to the SSAA National Accounts Office within 30 days of the invoice date.

Any overdue accounts will result in your advertising contract being automatically terminated or cancelled until the outstanding amount is settled. Legal action may be taken to recover costs.