

CRPA Firing Line
The California Rifle & Pistol Association Magazine
Advertising Spec Sheet

\$2000

TWO-PAGE SPREAD
17"x 11"

\$1000

FULL PAGE
8.5"x 11"

\$1500 – Full page
inside front cover

\$750

½ HORIZONTAL
8.5"x 5"

\$750

½ ISLAND
5"x7.5"

\$500

¼ PAGE
3.75"x5"

\$350

"BUSINESS CARD"
1/8 PAGE
3.75"x2"

Rate are per issue. Advertise for 6 issues and only pay for 5!

DPI Specifications: Provide all photos at 300dpi. Line art should be provided at 600-1200dpi.

Bleed: Materials intended to bleed should extend a minimum of ¼" (0.25") beyond the trim on all sides. We cannot guarantee consistent bleed if less than ¼" is provided.

Digital Files: We accept files in the following formats: EPS, TFF, JPEG, or Print-Ready PDF. Images and all graphics should be in process CMYK mode. Any images or graphic submitted in RGB or Spot Color mode will be converted to CMYK. Results may vary in the conversion and cannot be guaranteed. We do not accept film. Please submit full color advertisements, unless ad design is in grayscale or black and white.

Send your ad to: tfl@crpa.org or call (714) 992-2772