



Wild West features shootists, scouts, soldiers, soiled doves, sobbusters, bronc busters, gunfighters, peacemakers, Rocky Mountain men, Plains buffalo hunters, prairie entrepreneurs, unconventional women and many others who made their distinctive mark on the West when it was truly Wild!



READER PROFILE:

- 87% male/13% female
- Median household income: \$83,150
- Some college: 86%
- College graduate: 63%
- Median read time: 1 hr, 57 mins.

Source: June 2010 Reader Survey, Steven Flans & Associates

EDITORIAL DEPARTMENTS:

- Indian Life
- Pioneers and Settlers
- Gunfighters and Lawmen
- Guns of the West
- Western Enterprise
- Roundups
- Ghost Towns
- Art of the West
- Collections
- Go West

2012 DIRECT RESPONSE ADVERTISING RATES

Four Color	1x	3x	6x	9x	12x
Full Page	\$2,625	\$2,415	\$2,310	\$2,179	\$2,048
2/3 Page	\$1,969	\$1,811	\$1,733	\$1,634	\$1,536
1/2 Page	\$1,509	\$1,389	\$1,328	\$1,253	\$1,177
1/3 Page	\$1,138	\$1,047	\$1,001	\$944	\$887

Covers	1x	3x	6x	9x	12x
Cover 2	\$3,773	\$3,472	\$3,321	\$3,132	\$2,943
Cover 3	\$3,445	\$3,170	\$3,032	\$2,860	\$2,687
Cover 4	\$4,102	\$3,773	\$3,609	\$3,404	\$3,199

B & W	1x	3x	6x	9x	12x
Full Page	\$2,100	\$1,932	\$1,848	\$1,743	\$1,638
2/3 Page	\$1,575	\$1,449	\$1,386	\$1,307	\$1,229
1/2 Page	\$1,208	\$1,111	\$1,063	\$1,002	\$942
1/3 Page	\$910	\$837	\$801	\$755	\$710

(Refer to the Production Specifications Sheet for ad dimensions)

2012 MARKETPLACE ADVERTISING RATES

Four Color	1x	3x	6x	9x	12x
1/6 Page	\$683	\$628	\$601	\$566	\$532
1/12 Page	\$375	\$345	\$330	\$312	\$293
1/24 Page	\$184	\$169	\$161	\$152	\$143

B & W	1x	3x	6x	9x	12x
1/6 Page	\$546	\$502	\$480	\$453	\$426
1/12 Page	\$300	\$276	\$264	\$249	\$234
1/24 Page	\$147	\$135	\$129	\$122	\$115

Ad Dimensions:

- 1/6 Page (V): 2 1/4" W x 4 3/4" H
- 1/12 Page: 2 1/4" W x 2 3/8" H
- 1/6 Page (H): 4 5/8" W x 2 3/8" H
- 1/24 Page: 2 1/4" W x 1 1/8" H

BILLING & CREDIT: Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to Wild West/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Classified word advertising must be paid by issue close date. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.

2012 CLASSIFIED ADVERTISING RATES

Classified Word Ad	1x	3x	6x	9x	12x
Cost per word	\$2.94	\$2.70	\$2.58	\$2.44	\$2.29

(20 word minimum)

Yellow Tint Block: Additional 10% cost

COUNTING WORDS: (Regular Classified): Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and seven numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Cities and states consisting of two words or more are considered one word: i.e. "New York City" or "Salt Lake City." Zip code is considered one word. URL's and email addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

CLASSIFIED WORD AD STYLE: All advertisements are set uniformly. They are set solid with the lead words set in bold caps. URL's, email addresses, phone and fax numbers are set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

All rates are per issue. Display advertising is commissionable at 15% to recognized agencies with production-ready art. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

CLASSIFICATION HEADINGS

Antiques/Collectibles	Education	Re-enactment/Shows
Artifacts/Relics	Genealogy/Heraldry	Reproductions
Art/Prints	Home Furnishings	Services
Audio/Video	Miscellaneous	Special Events
Autographs	Photographs	Travel/Tours/Vacation
Books/Publications	Real Estate	Wanted

2012 ISSUE & CLOSING DATES

Issue	Closing	On Sale
March/April 2012	December 6, 2011	February 7, 2012
May/June	January 31, 2012	April 3
July/August	April 3	June 5
September/October	June 5	August 7
November/December	August 7	October 9
January/February 2013	October 2	December 4

DISPLAY SPECIFICATIONS: File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or InDesign with all resource files (logo, graphics) and screen/prINTER fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), Black and White ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 800-649-6712 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

COPY & CONTRACT POLICIES:

A. PUBLISHER and/or Russell Johns Associates, LLC. (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the March/April 2012 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.

