

Rumrill  
Hoyt

11/2/79

## NATIONAL SHOOTING SPORTS FOUNDATION

## Media Advertising Estimate

1980

AMERICAN HUNTER 1/3 pg bw	Sworn: 184,886 @ \$ 870.00	x4=	(6x rate) \$ 3,480.00
AMERICAN RIFLEMAN 1/3 pg bw	Sworn: 1,025,324 @ \$2,880.00	x4=	(12x rate) 11,520.00
*AMERICAN SHOTGUNNER 1/4 pg bw	Sworn: 166,870 @ \$ 400.00	x4=	(12x rate) 1,600.00
*DUCKS UNLIMITED 1/3 pg bw	Sworn: 297,784 @ \$1,060.00	x4=	(6x rate) 4,240.00
GUNS MAGAZINE 1/3 pg bw	Sworn: 122,234 @ \$ 312.00	x4=	(6x rate) 1,248.00
FIELD & STREAM 1/3 pg bw	ABC: 2,064,622 @ \$5,355.00	x2=	(18x rate) 10,710.00
GUNS & AMMO 1/3 pg bw	ABC: 488,240 @ \$2,035.00	x5=	(9x rate) 10,175.00
*GUN WEEK 10" bw	Sworn: 33,425 @ \$ 83.40	x4=	(1x rate) 333.60
*GUN WORLD 1/3 pg bw	Sworn: 129,167 @ \$ 305.00	x4=	(3x rate) 1,220.00
HUNTING MAGAZINE 1/3 pg bw	ABC: 175,181 @ \$1,275.00	x4=	(9x rate) 5,100.00
OUTDOOR LIFE 1/3 pg bw	ABC: 1,731,895 @ \$4,496.50	x2=	(flat rate less 15%) 8,993.00
RIFLE MAGAZINE 1/3 pg bw	Sworn: 26,773 @ \$ 283.50	x3=	(6x rate) 850.50
SHOOTING TIMES 1/3 pg bw	ABC: 185,864 @ \$ 730.00	x4=	(12x rate) 2,920.00
*SKEET SHOOTING REVIEW 1/3 pg bw	Circ: N/A @ \$ 218.00	x5=	(12x rate) 1,090.00
SPORTS AFIELD 1/3 pg bw	ABC: 528,793 @ \$1,653.25	x2=	(flat rate less 15%) 3,306.50

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\*TRAP & FIELD  
1/3 pg bw

Circ: N/A  
@ \$ 295.00

(flat rate)

x4= \$ 1,180.00

Total: \$67,966.60

Reserve for rate inc. 966.00

Gross Total: \$68,932.60

Less Agency Comm: 10,339.90

Net Total: \$58,592.70

\*1979 rates. Included in reserve.

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DUCKS UNLIMITED 1/3 pg bw	Sworn: 297,784 @ \$1,060.00	x4=	(6x rate) 4,240.00
GUNS MAGAZINE 1/3 pg bw	Sworn: 122,234 @ \$ 312.00	x4=	(6x rate) 1,248.00
FIELD & STREAM 1/3 pg bw	ABC: 2,064,622 @ \$5,355.00	x1=	(18x rate) 5,355.00
GUNS & AMMO 1/3 pg bw	ABC: 488,240 @ \$2,035.00	x3=	(9x rate) 6,105.00
GUN WEEK 10" bw	Sworn: 33,425 @ \$ 83.40	x4=	(1x rate) 333.60
GUN WORLD 1/3 pg bw	Sworn: 129,167 @ \$ 305.00	x4=	(3x rate) 1,220.00
HUNTING MAGAZINE 1/3 pg bw	ABC: 175,181 @ \$1,275.00	x4=	(9x rate) 5,100.00
OUTDOOR LIFE 1/3 pg bw	ABC: 1,731,895 @ \$4,496.50	x1=	(flat rate less 15%) 4,496.50
RIFLE MAGAZINE 1/3 pg bw	Sworn: 26,773 @ \$ 283.50	x5=	(6x rate) 1,417.50
SHOOTING TIMES 1/3 pg bw	ABC: 185,864 @ \$ 730.00	x4=	(12x rate) 2,920.00
SKEET SHOOTING REVIEW 1/3 pg bw	Circ: N/A @ \$ 218.00	x3=	(12x rate) 654.00
SPORTS AFIELD 1/3 pg bw	ABC: 528,793 @ \$1,653.25	x1=	(flat rate less 15%) 1,653.25

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1/3 pg bwCirc: N/A  
@ \$ 295.00(flat rate)  
x4= \$ 1,180.00

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Total: \$52,522.85  
Reserve for rate inc. 5,252.00

Gross Total: \$57,774.85

Less Agency Comm: 8,666.00

Net Total: \$49,108.85