



2025

PRINT ADVERTISING ORDER FORM

AN EVENT OF NSSF The Firearm Industry Trade Association

OFFICIAL SHOW DIRECTORY & BUYERS' GUIDE Run-of-Book Positions

- Full-Page Spread 4/C \$7,500
Full-Page 4/C \$4,950
Half-Page 4/C \$3,800

Premium Positions in the Show Directory

- Cover 2 Gate Fold \$11,500
Cover 3 Gate Fold \$9,000
Back Cover \$10,000
Page Facing Inside Front Cover \$8,000
Page Facing Inside Back Cover \$5,700
Page Facing Front/Back of Tab Page \$5,700
Bellyband \$6,900
Inserts (supplied by advertiser) \$6,900**
Tab Page (per side) \$8,000
Spine (exclusive) \$7,500
Floor Plan* two fold outs* (exclusive) \$16,500
Bookmark (exclusive) \$7,700
Post-It Note (exclusive) \$6,900

**Materials to be supplied by Advertiser. Production, design, shipping/freight and/or labor costs not included.

DUAL DISCOUNT PACKAGE IN OFFICIAL SHOW DIRECTORY & BUYERS' GUIDE AND THE SHOT SHOW TRACKER (SAVE \$2,000!)

- Full Page 4/C \$6,750

SHOT SHOW TRACKER (MAILED PRE-SHOW TO PRE-REGISTERED ATTENDEES)

- Cover 2 (inside front) \$5,300
Cover 3 (inside back) \$4,500
Cover 4 (back cover) \$5,600
Full Page 4/C \$3,800
Half Page 4/C \$2,900

TRIPLE THREAT PACKAGE (ALL THREE PUBLICATIONS - DIRECTORY, TRACKER AND NEW PRODUCT GUIDE (SAVE MORE THAN \$2,800!))

- Full Page 4/C \$8,900

NEW PRODUCT GUIDE

- Cover 2 (inside front) \$5,300
Cover 3 (inside back) \$4,000
Cover 4 (back cover) \$5,600
Full Page \$3,000
Half Page \$2,100

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We collect this data in order to provide you with information about 2025 SHOT Show and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at SHOTShow.org.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.