

2019 MEDIA KIT

*the* CLAY BIRD



PHOTO BY ROSE HINZ

PRESENTED BY



# *the* CLAY BIRD



## Introducing *The Clay Bird* Volume 4



Hi everyone! Another year is underway and we are getting started on the third volume of *The Clay Bird*. The one stop shop for members and friends of Greater Houston Gun Club.

The first three editions of the magazine were a huge success and reached over 1500 readers. *The Clay Bird* is a perfect place to advertise your business or your event. With *The Clay Bird* you instantly have a leg up and are able to put your advertisement in front of the perfect group of readers, people who you have something in common with. Let's face it people like doing business with people they know. So here is your opportunity!

In the 2019 media kit you will find all the information you need to submit your ad. *The Clay Bird* is set to mail in January of 2019.

We are here if you have any questions or need assistance.

Thank you!

Sincerely,  
Kevin Dougherty

**For More Information Contact: Greater Houston Gun Club**

6700 McHard Road • Houston, Texas 77053 • Ph: 281-437-6025 • E-mail: [manager@greaterhoustongunclub.com](mailto:manager@greaterhoustongunclub.com)



# THE CLAY BIRD ADVERTISING RATES

| SPECIAL PLACEMENT              | SINGLE ISSUE |
|--------------------------------|--------------|
| Inside Front Cover (full page) | \$1,000      |
| Inside Back Cover (full page)  | \$1,000      |
| Center Spread (full page)      | \$1,500      |

| AD SIZE              | SINGLE ISSUE |
|----------------------|--------------|
| Spread               | \$1,000      |
| Full Page            | \$800        |
| Half Page Horizontal | \$600        |

*\*The Clay Bird accepts color ads only please*

## ORDERING INFORMATION

Space will be sold on a first-come, first-served basis. All rates are in USD. All orders and instructions, whether for contracts or single insertions, must be received in writing prior to the close date. Send all contracts and artwork to:

### **GHGC - The Clay Bird**

6700 McHard Road, Houston, Texas 77053 • Ph: 281-437-6025

E-mail: [manager@greaterhoustonclub.com](mailto:manager@greaterhoustonclub.com)

## ARTWORK SPECIFICATIONS

All artwork must be **300 dpi** or better in **PDF, JPG, TIFF, EPS, or AI format**.

**All rates are based on print-ready artwork. Artwork submitted that is not print-ready will be subject to a make-ready charge.**

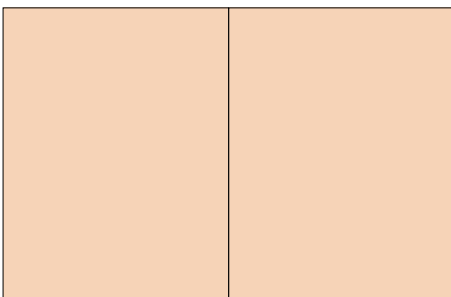
## 2019 CLAY BIRD ARTWORK CLOSING DATES

**December 1, 2018**



## AD SIZES

*(dimensions in inches)*



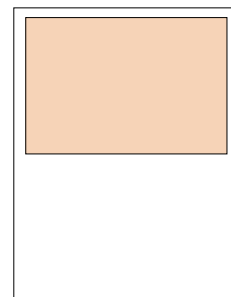
### **SPREAD**

**Bleed:** 17.5w x 11.5h  
**Bleed Safety:** 16w x 10h  
**No Bleed:** 16w x 10h  
**Trim:** 17w x 11h



### **FULL PAGE**

**Bleed:** 9w x 11.5h  
**Bleed Safety:** 7.5w x 10h  
**No Bleed:** 7.5w x 10h  
**Trim:** 8.5w x 11h



### **1/2 PAGE HORIZONTAL**

**No Bleed:** 7.5w x 4.875h



# ADVERTISING CONTRACT

## TERMS OF CONTRACT

1. Funds are payable to Greater Houston Gun Club, at the below address.
2. Deliver Ad copy, art and/or print ready ad to the below address by closing date of issue.
3. Advertiser and/or Agency agree to abide by the terms of the aforementioned publication's most current advertising rate card (publisher has the right to revise the rates herein upon 30 days notice sent to the advertiser); to furnish advertisements within the Publisher's deadlines; to meet payment schedules, and to hold GHGC harmless from any and all liability.
4. This contract may be cancelled by the Advertiser or Publisher in writing before the next issue's scheduled deadline.
5. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by Advertiser and/or Agency within Publisher's deadlines.
6. The Advertiser's account is due and payable upon acceptance for publication by The Clay Bird.

| AD SIZE              | 2019 | SPECIAL PLACEMENT |
|----------------------|------|-------------------|
| Spread               |      |                   |
| Full Page            |      |                   |
| Half Page Horizontal |      |                   |

## PAYMENT INFORMATION

Advertiser: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_  
 Work Phone: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

AMEX       VISA       MASTERCARD       DISCOVER

Card Number: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Card Billing Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

*Terms: All invoices are net 30 days. Advertiser must have a credit card and expiration date on file in order to place ad. Payment can be made via check or credit card. GHGC can also set up an automatic payment via credit card if the advertiser desires. However, outstanding balances over 30 days will result in a charge to the card on file. If a card is declined, the advertisement will be withdrawn from the publication.*

### If you would like your company listed in the publication, please fill out the information below:

Company Name: \_\_\_\_\_  
 Member Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Email: \_\_\_\_\_

### RETURN TO:

#### Greater Houston Gun Club

6700 McHard Road

Houston, Texas 77053

Ph: 281-437-6025

E-mail: [manager@greaterhoustongunclub.com](mailto:manager@greaterhoustongunclub.com)

### OFFICE USE ONLY:

Accepted by GHGC per \_\_\_\_\_ Date: \_\_\_\_\_

Entered: \_\_\_\_\_