



## **LAUNCH YOUR COMPANY'S PROFITS WITH SPORT ROCKETRY!**

*Sport Rocketry* continues to be the number one rocketry publication that focuses on the exciting and challenging world of hobby rocketry. Published bi-monthly (6 times per year), the magazine is distributed directly to our NAR membership in print and digital formats.

With circulation reaching over 9,000 NAR members and a number of schools, libraries, and others interested in hobby rocketry, *Sport Rocketry* offers our advertisers unique access to rocketry enthusiasts who are interested in all aspects of the hobby—including model, mid, and high-power rocketry, commercial rocket motors and support equipment, cutting edge electronics, rocket building supplies, parachutes and recovery gear, launch and other ground support equipment, and everything else associated with hobby rocketry.

*Sport Rocketry* is published to support the growth and

development of the hobby rocketry industry, which includes manufacturers, suppliers, retailers, educators and hobbyists. Regular features include a national launch listing, manufacturers' and suppliers' news, product reviews, launch coverage, plans and other material to keep the reader informed about the hobby.

As the trend to digital content continues to become the primary format for many of our members, offering *Sport Rocketry* in a digital format that mirrors our print magazine gives readers rich content that includes text with a generous portion of high-quality photos. Feedback from our readers has been positive, which means more eyes on your products.

*Sport Rocketry* provides the best combination of advertising, editorial features and services that help your company stay in touch with avid readers.

## Acceptance

All advertising and products must comply with applicable laws, NAR safety codes and regulations. **Sport Rocketry** reserves the right to reject any advertising that is deemed inappropriate or to require that the word "advertisement" appear in any ad. The publication further shall be held harmless from any loss or expense resulting from claims or suits for any reason.

Contact **Sport Rocketry** prior to sending artwork to arrange an advertising contract.

## Production

**Sport Rocketry** offers assistance and charges a nominal fee to produce photography and graphic design. If you have any questions about your ad or would like an ad made for your company, please call Todd at 715-557-0086.

## Materials

**Sport Rocketry** accepts working files in Adobe Illustrator, Photoshop and InDesign. Finished ads must be in a .pdf file format. To generate .pdf files, please embed all fonts and choose 'High Quality Print.' **We do not accept Microsoft Word files.**

Ad color work must be complete. All ads should be designed to the size requirements listed in this brochure. The files should be CMYK color and all artwork must be at least 250 dpi at 100%. All full page ads must have a bleed of no less than .125".

All digital files should be sent via e-mail to: [communications@nar.org](mailto:communications@nar.org).

## Cancellations

Ads cancelled after the space reservation deadline will be billed at 100%.

## Questions?

We welcome any comments or suggestions you may have concerning **Sport Rocketry**. All correspondence, insertion orders, printing materials and credit card payments can be arranged through:

Todd Schweim

E-mail: [Communications@nar.org](mailto:Communications@nar.org)

Phone: 715-557-0086

## Issue Notification

To receive notification of **Sport Rocketry** advertising deadlines, add the following e-mail address to your contacts: [Communications@nar.org](mailto:Communications@nar.org).

## Editorial Coverage

Advertisers are encouraged to take advantage of **Sport Rocketry** editorial product and company news coverage. If you want material to appear in a specific issue, please submit 80 days prior to cover date.

Editorial Office  
**Sport Rocketry**  
Tom Beach  
432 Pruitt Avenue  
Los Alamos, NM 87544  
E-mail: [TEBeach@gmail.com](mailto:TEBeach@gmail.com)

## Sport Rocketry Ad Sizes

Ad Size	Width	Height
Full page ( bleed)	8.25"	10.75"
Full page ( no bleed)	7.25"	10.0"
2/3 Vertical	4.75"	10.0"
2/3 Horizontal	7.25"	6.5"
1/2 Vertical	4.75"	7.375"
1/2 Horizontal	7.25"	4.875"
1/3 Vertical	2.25"	9.75"
1/3 Horizontal	7.25"	3.25"
1/6 Vertical	2.25"	4.875"
1/6 Horizontal	4.75"	2.375"
1/12 page	2.25"	2.25"

## Sport Rocketry Ad Rates

Ad Size	1 issue	3 issues	6 issues
Back cover	\$675	\$575	\$555
Inside front cover	585	535	510
Inside back cover	585	535	510
Full	540	500	490
2/3 page	495	475	440
1/2 page	390	370	350
1/3 page	330	290	255
1/6 page	165	120	100
1/12 page	100	90	75

For guaranteed position, please add 15% to space cost.  
 Inserts are quoted upon request.

## Discounts

Multiple issue discounts are based on continuous ad insertion. Payment must be made with credit card in advance. The same ad will be run unless notification of change is made before the ad deadlines.

NAR sections may run a single launch advertisement for the 6 issue insertion rate.

## Terms

Credit card payment is accepted. **Checks are not accepted without prior approval.** Billing is net 20 days and no insertions are granted to accounts past 90 days. Past due accounts may be turned over to a collection agency for action. Resulting charges, late fees, etc. will be the responsibility of the debtor. First time advertisers must submit payment by the Finalized ad due date for the issue in which the first ad is to appear.

## Sport Rocketry Production Schedule

Issue Cover Date	Mailing Date	Advertising space is due by	Finalized ad is due by
January/February, 2025	January 7, 2024	December 4, 2024	December 11, 2024
March/April, 2025	March 3, 2024	February 5, 2025	February 12, 2025
May/June, 20245	May 5, 2024	April 1, 2025	April 8, 2025
July/August, 2025	July 7, 2024	June 3, 2025	June 10, 2025
September/October, 2025	September 1, 2024	August 5, 2025	August 12, 2025
November/December, 2025	November 3, 2024	October 7, 2025	October 14, 2025