

# FMG Website Banner Ads

## LEADERBOARD

**728 x 90**  
(Limit One Per Site)

## FULL BANNER

**468 x 60**  
(Limit Two Per Page)

## MEDIUM RECTANGLE

**300 X 250**  
(Limit Two Per Site)

## 3:1 RECTANGLE (NEW)

**300 X 100**  
(Limit Three Per Site)

## VERTICAL BANNER

**120 X 240**  
(Limit Two Per Site)



Online Advertising Manager

**Tracy Moore**

phone: 888-651-7566

fax: 858-605-0205

tracy@fmgpublications.com

12345 World Trade Drive

San Diego, CA 92128

*American COP, American Handgunner,  
GUNS Magazine and Shooting Industry*

## File Requirements

### Standard Files:

**File Size:** 25k max

**Color:** RGB color format

**Save As:** 72 dpi resolution

**Save As:** GIF or JPEG format

**Links:** Link address must be provided

**We DO NOT accept Flash files: GIF or JPEG ONLY.**

## General Information

No refunds for ads cancelled less than one week before scheduled ad date.

All ads must be received one week before ad is scheduled to go live on site.

All ads must be named with advertising company name.

A linking URL must be submitted along with each ad.

Ad space is not guaranteed after space reservation expires.

Publishers Development must approve all ads and promotional copy within banner ads.

All website banner ads are published on the 1st and 15th of each month.

30% upcharge for ROS (run of site) option/no banner rotation with other advertisers. Not available on Full Banners. (Not available on *Shooting* or COP.)

E-mail banner ads to: [tracy@fmgpublications.com](mailto:tracy@fmgpublications.com)