

2019 Rate Card

SSAA National is the proud publisher of

- Australian Shooter
- Australian Hunter
- Australian & New Zealand Handgun
- ASJ: The political voice of the SSAA
- Great Australian Outdoors
- Australian Junior Shooter
- SSAA's Comprehensive Guide to Shooting & Hunting in Australia
- SSAA Legislative Action E-newsletter
- Secure Your Gun, Secure Your Sport
- ssaagunsales.com
- SSAA National E-newsletter
- ssa.org.au
- Australian Women's Shooter



SSAA National is excited to offer you the following advertising options:

Advertising

We can offer you any number of paid and value-added advertising platforms. These include:

- Print advertising in the monthly *Australian Shooter* magazine
- Print advertising in the quarterly *Australian Hunter* magazine
- Print advertising in the annual *Australian & New Zealand Handgun* magazine
- Print advertising in the biannual *Secure Your Gun, Secure Your Sport* brochure
- Print advertising in the biannual *SSAA's Comprehensive Guide to Shooting & Hunting in Australia* magazine
- Print advertising in the quarterly *Australian Women's Shooter* magazine
- Print advertising in the twice yearly *Australian Junior Shooter* magazine
- Print advertising in the annual *Great Australian Outdoors* magazine
- Website advertising throughout SSAA National site on ssaa.org.au
- Trading-post style advertising on ssaagunsales.com
- Online advertising in our *SSAA National E-newsletter* email publications
- Direct marketing within our SSAA membership card renewal and new member letters
- Fall-out inserts in the *Australian Hunter* magazine
- Competitions or prize promotions in each magazine and intermittently via online publications or social media

Magazine stories and reviews

If you have a story to share about your business, services or products, we encourage you to discuss it with us. Your products could feature in a review written by one of our writers, while your current events or projects could receive news coverage. This kind of free coverage on your business and products is available to all advertisers and is a value-added service that money just can't buy. Reviews must be arranged with the Editor prior to the product being sent to the department or the reviewer.

Online promotions

If your business has any news to share with our shooters, hunters or outdoor enthusiasts, please let us know. Whether it's a new product launch, large sales event, SSAA member discount offer, a come and try day or other announcement, we may be able to publish this information on the SSAA National website (ssaa.org.au), so feel free to add advertising@ssaa.org.au to your media or newsletter lists to keep us informed.

More information

As with all advertising, we encourage your advert to include your business name, logo and slogan, as well as an image, the name and a short description of your product/s, special promotional sale or upcoming event.

In any of our online or printed options, you may provide your complete and ready-to-publish advert, or we can design it for you for free. If you would like to use adverts designed by the SSAA National design team in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Please note that all rates quoted in this Rate Card exclude GST, are based on per insertion and are for full-colour adverts. All specified positions incur an additional 15 per cent surcharge, across all print titles.

If you would like to receive a complimentary copy of any of our publications for your consideration or records, please ask. Similarly, if you have any questions, require further information or would like to discuss your advertising or marketing options, please feel free to contact us at any time.

Karoline Minicozzi, Advertising & Promotions

Email: advertising@ssaa.org.au

Phone: 08 8272 7100 or 0412 486 071

Fax: 08 8272 2945

Postal: PO Box 2520, Unley, SA 5061

Website and email advertising is a fantastic, easy and inexpensive way of getting your business and brand name out there. All adverts on our website, when clicked on, will link visitors directly to your website, providing your customers with an immediate port of call.

In addition to this, you can tailor your advert specifically to your desired audience by placing it under either our **Disciplines** or **Hunting** category. Depending on what is best suited to your business, products or services, you may choose for instance to place adverts showcasing your hunting firearms or products intended for the field under the Hunting category, while target shooting or all-purpose firearms and products may be better placed under the Discipline category.

Website rates

Size	Per month
Skyscraper	\$205
Medium banner	\$105

Website specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

Skyscraper: 500 pixels deep x 270 pixels wide

Medium banner: 250 pixels deep x 270 pixels wide

ssaa.org.au

The *SSAA National E-newsletter* is a popular member-only electronic newsletter, with more than 45,000 (Sept 2018) subscribers. The publication covers current events, reviews and stories about firearms, sports shooting and recreational hunting issues and other important and relevant news.

Advertising in this publication is quite exclusive, as we only permit two adverts per issue, which link from your customer's inbox straight to your website. Using this type of immediate and up-to-date format works best when promoting a special offer/discount or upcoming event.

E-newsletter rates

Size	Per month
E-newsletter rectangle	\$360
E-newsletter banner	\$315

E-newsletter specifications

All ready artwork must be supplied digitally as an RGB, 72dpi file, in JPG or animated GIF format.

E-newsletter rectangle: 350 pixels deep x 300 pixels wide

E-newsletter banner: 100 pixels deep x 564 pixels wide

Space booking and artwork deadlines

Month	Space bookings	Material makeup	Complete artwork
January	11 December 2018	13 December 2018	17 December 2018
February	17 January 2019	21 January	23 January
March	14 February	20 February	25 February
April	14 March	20 March	25 March
May	15 April	19 April	29 April
June	13 May	17 May	27 May
July	13 June	19 June	24 June
August	15 July	19 July	29 July
September	15 August	21 August	26 August
October	16 September	20 September	30 September
November	14 October	18 October	28 October
December	14 November	20 November	25 November



The *Australian Shooter* is the mouthpiece of the Sporting Shooters' Association of Australia (SSAA). It is an entertaining and informative magazine for firearms enthusiasts, shooters and hunters. It is published 11 times a year (from February to December) and has an impressive circulation of 190,000 per issue (Aug 2018).

The *Australian Shooter* caters to recreational hunters, casual and competitive target shooters, firearms collectors and professional shooters, as well as those who are employed in law enforcement agencies. The magazine is loosely divided into several sections, including our regular political, technical and opinion columns, product reviews, shooting and hunting stories, the Youth in Focus junior profile and Competition News.

The Multiple Title Discount (MTD) is offered to all advertisers who regularly advertise in the *Australian Shooter* (all 11 issues per year) plus a combination of at least the following:

- All four issues of the *Australian Hunter*
- Three issues of the *Australian Hunter* + the *Australian & New Zealand Handgun*
- Three issues of the *Australian Hunter* + the SSAA's *Comprehensive Guide*

The MTD rate is only offered for adverts quarter page or larger. Adverts must be at least the same size as the adverts placed in the *Australian Shooter*. All bookings must be made at the same time, in advance, for the entire year.

Specifications

The *Australian Shooter* is saddle stitched and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 270mm deep x 205mm wide
(bleed size): 280mm deep x 215mm wide
 Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 410mm wide
(bleed size): 280mm deep x 420mm wide
 Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 184mm wide

Half page vertical: 235mm deep x 90mm wide

Third page horizontal: 79mm deep x 184mm wide

Third page vertical: 235mm deep x 59mm wide

Quarter page horizontal: 57mm deep x 184mm wide

Column: Minimum 30mm to maximum 120mm deep x 59mm wide

Space booking and artwork deadlines

Cover date	Space bookings	Material makeup	Complete artwork
February 2019	16 November 2018	26 November 2018	10 December 2018
March	15 January 2019	25 January	5 February
April	15 February	25 February	5 March
May	15 March	28 March	5 April
June	17 April	26 April	6 May
July	17 May	27 May	5 June
August	14 June	24 June	5 July
September	17 July	26 July	3 August
October	16 August	23 August	5 September
November	12 September	26 September	4 October
December	17 October	25 October	4 November

Rates

Size	Casual	6x	11x	MTD
Full page	\$6370	\$3915	\$2890	\$2365
Half page	\$4595	\$3030	\$1825	\$1220
Third page	\$3370	\$2175	\$1305	\$910
Quarter page	\$3290	\$1950	\$1160	\$745
Column	\$75 per centimetre			

Cover pages

Inside front cover Page 3	Offered as a double-page spread only \$5650
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Inside back cover \$2800

Outside back cover \$3910



The *Australian Hunter* is Australia's favourite hunting magazine, and is intended to create a better environment and community understanding of all forms of hunting, as well as provide hunters with up-to-date news and product information. It is published quarterly, with a circulation of 32,000 per issue.

The *Australian Hunter* caters for hunters of all persuasions, such as those who hunt for animal management, trophies and of course, for the family table. The magazine comprises several sections, including In Search of Game, Practical Hunting (advice), Edgeware (knives), Reviews (firearms and products), Camp Kitchen (recipes) and Hunter's World.

Each year the *Australian Hunter* magazine expands to include more stories and information about camping, offroad vehicles and the outdoors in general. Our readers have been asking for this, so if you sell or distribute relevant products and are interested in having product reviews or competition prizes organised, related stories written or supporting adverts included, please let us know. If you have any press releases or announcements that would interest hunters, please let us know and we will do our best to include them in the magazine as an 'advertorial' free of charge.

Specifications

The *Australian Hunter* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 270mm deep x 203mm wide
(bleed size): 280mm deep x 213mm wide
 Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 406mm wide
(bleed size): 280mm deep x 416mm wide
 Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 177mm wide

Half page vertical: 229mm deep x 86mm wide

Third page horizontal: 79mm deep x 177mm wide

Third page vertical: 229mm deep x 56mm wide

Quarter page horizontal: 57mm deep x 177mm wide

Space booking and artwork deadlines

Cover issue	Space bookings	Material makeup	Complete artwork	Released
Hunter 68	24 November 2018	6 December 2018	13 December 2018	March 2019
Hunter 69	14 March	1 April	5 April	June
Hunter 70	25 June	5 July	12 July	September
Hunter 71	25 September	4 October	12 October	December

Rates

Full page	\$1850
Half page	\$1060
Third page	\$820
Quarter page	\$430

Cover pages

Inside front cover Page 3	Offered as a double-page spread only	\$3800
Inside back cover		\$2125
Outside back cover		\$2435





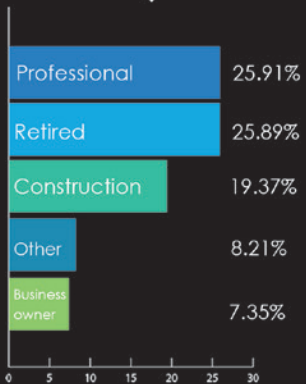
Members

191,000+

Age

17% are 26-35
20% are 46-55
 12% are 66-75

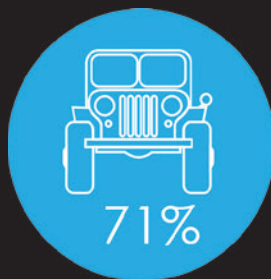
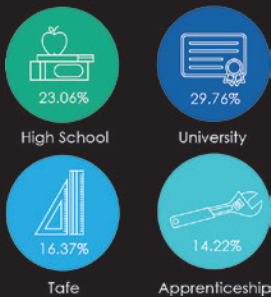
Employment status



Employment

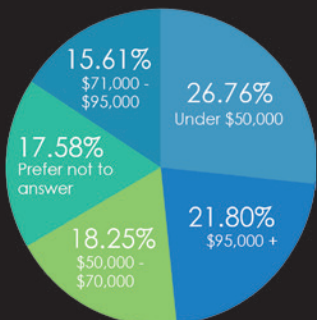
50% are full time
 5.01% are casual
 4.17% are part time

Education



Own a 4WD

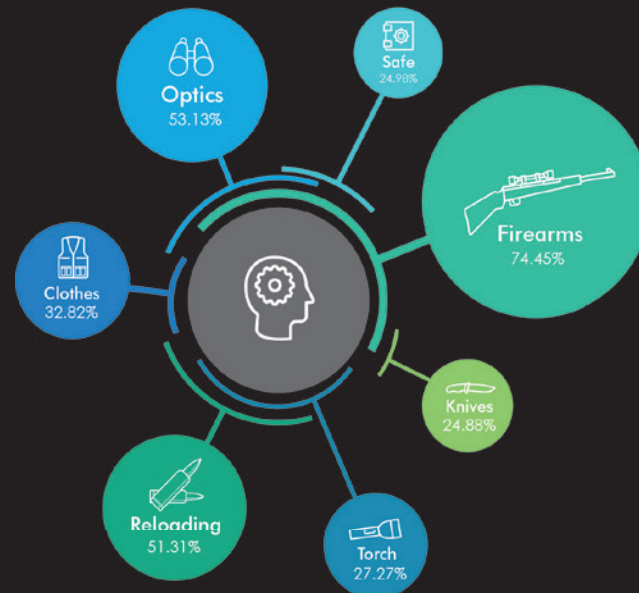
Annual income



Shooting activities



Purchase priorities



Own a



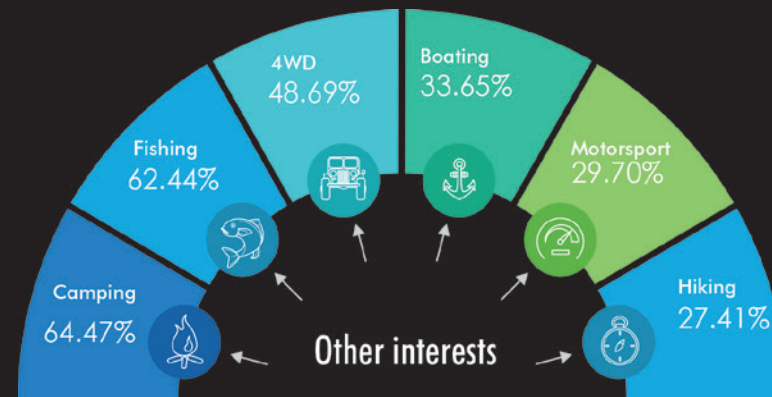
Boat



Caravan



Quad



The new and exciting *Great Australian Outdoors* is an educational and entertaining magazine that uniquely features destination, exploration and conservation. We've consulted with academics, environmental experts and the custodians of the land and seas, be it farmers, fishers or those charged with protecting it for future generations.

Inside we also visit beautiful locations, review outdoor products and pertinent books, provide practical vehicle, survival and travel tips, cover a huge array of topical Australian issues and interesting stories and much more.

Your advertisement in our newest annual publication has the potential to reach hundreds of thousands of members and readers per year. *Great Australian Outdoors* has two distinct targeted audiences: the SSAA's membership and the casual newsstand reader. The majority of our nearly 200,000 members are already avid outdoorsmen and women.

A recent intensive internal survey found that of our membership:

- 71% own a 4WD
- 25% own a caravan or boat
- more than 60% fish and camp
- about one third are avid hikers
- 60% are employed
- nearly 30% are retirees.

As a perfect-bound, high-quality coffee table-style publication, your advertisement and the magazine itself will have a long shelf life.

In between new issues of *Great Australian Outdoors* we will support and promote your business online to our readers and your potential customers.

Advertisers and supporters of *Great Australian Outdoors* will automatically be hot-link listed on Field to Fork Publishing's website (fieldtoforkpublishing.com.au) and also mentioned on the *Great Australian Outdoors* Facebook page.

Specifications

The *Great Australian Outdoors* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 270mm deep x 203mm wide
(bleed size): 280mm deep x 213mm wide
 Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 406mm wide
(bleed size): 280mm deep x 416mm wide
 Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 177mm wide

Half page vertical: 229mm deep x 86mm wide

Third page horizontal: 79mm deep x 177mm wide

Third page vertical: 229mm deep x 56mm wide

Quarter page horizontal: 57mm deep x 177mm wide

Rates

Full page	\$1835
Half page	\$1020
Third page	\$815
Quarter page	\$410

Cover pages

Inside front cover	Offered as a double-page spread only	\$3800
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Inside back cover \$2120

Outside back cover \$2440



Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Issue 2	13 August	1 October	7 October	December 2019

Since launching in May 2016, SSAA Gun Sales has proved to be a huge hit with firearm enthusiasts in Australia. The safe, secure and simple to use online marketplace was designed to be Australia's most comprehensive firearms and accessories trading website.

During the past year SSAA Gun Sales has established itself as a hive of activity with a wide range of products.

Since launch, SSAA Gun Sales has received more than 550,000 unique visitors, who have viewed just less than 10 million pages.

- Now has 12,000 active users
- More than 3500 items have been sold

We encourage you to use SSAA Gun Sales to list anything and everything from firearms and firearm parts, sights and optics, all shooting and hunting products and accessories, ammunition and reloading equipment as well as other general items including camping gear, clothing, books, DVDs, campers, vehicles, boats, property and much, much more.

Dealer listings are just \$20 per item.

- Your ad will last for 12 months unless sold prior.
- You can add up to six images per listing.
- You will be in control of your ad, and can manage all the enquiries, notifications and listings direct through your account on the actual website.
- If you would like to discuss package options, either monthly or annually, please talk to us about your requirements and we will happily look at this with you.
- Have a look at the site on ssaagunsales.com

The screenshot displays the SSAA Gun Sales website interface. At the top, there is a navigation bar with the logo and menu items: FIREARMS, OPTICS, PARTS, AMMO, SHOOTING, HUNTING, OTHER, WANTED, SOLD. Below the navigation bar is a search area with a dropdown for 'All categories', a text input for 'Keywords', and buttons for 'SEARCH LISTINGS', 'Advanced Search', and 'Reset Search'. A banner below the search area reads: 'AUSTRALIA'S MOST COMPREHENSIVE FIREARMS AND ACCESSORIES TRADING WEBSITE' and '\$10 for SSAA Members and \$20 for non-SSAA Members to list an ad'. The main content area is titled 'FEATURED LISTINGS' and contains a grid of product listings. Each listing includes an image, a title, a star rating, a price, and technical specifications such as make, model, action type, and calibre.

Item Name	Price	Make	Model	Action Type	Calibre
Beretta Silver Pidgeon 5 Trap	\$900.00	BERETTA	SILVER PIDGEON 5TRAP	BREAK	12 GAUGE
Probably The Best Long Range Varmint Shooting Set Up	\$2,000.00	SAVACK	MODEL 12 VLR	BOLT	304 BUCKER
CZ455 22LR Standard	\$1,190.00	CZ	455 STANDARD	BOLT	22 LR
Walther LP300 Club	\$900.00	WALTHER	LP300 CLUB	DOB-CHARGED PNEUMATIC	.777 PELLETT
RCBS 505 Scales	\$100.00	RCBS	505 SCALES		
Don Brook Aluminium Stock	\$1,500.00	DON BROOK	DON BROOK		
Ruger Stainless 12 G O/U Red Label Shotgun	Negotiable	RUCER	12 G STAINLESS SHOT		
SAKO BIPOD ORIGINAL Suit TRG 22/42	\$600.00	SAKO	BIPOD TRG 22/42		

The *Australian & New Zealand Handgun* is intended to create a better environment and community understanding of all forms of handgun shooting. It is published annually and has a circulation of approximately 17,000 per issue. The magazine caters to revolver and pistol shooters, as well as professional shooters and those employed in law enforcement agencies.

The *Australian & New Zealand Handgun* is loosely divided into several sections, including Target (accuracy, technical and reloading information), Reviews (firearms and products), Historical and Handgunners World. If you would like to advertise near or in a particular section, please let us know.

Specifications

The *Australian & New Zealand Handgun* is perfect bound and printed web offset throughout. All ready artwork must be supplied digitally on recognised desktop publishing programs, as a high-resolution file, either delivered by email or CD. All adverts must be accompanied by a colour proof as verification. All fonts and graphic files must be included.

Full page (trim size): 275mm deep x 230mm wide
(bleed size): 285mm deep x 240mm wide
Keep any active content 5mm inside trim size

IFC + page 3 (trim size): 270mm deep x 460mm wide
(bleed size): 285mm deep x 470mm wide
Keep any active content 5mm inside trim size

Half page horizontal: 110mm deep x 194mm wide

Half page vertical: 224mm deep x 94mm wide

Third page horizontal: 80mm deep x 194mm wide

Third page vertical: 224mm deep x 60mm wide

Quarter page horizontal: 52mm deep x 194mm wide

Rates

Full page	\$1850
Half page	\$1060
Third page	\$820
Quarter page	\$430

Cover pages

Inside front cover	Offered as a double-page spread only	\$3800
Page 3		
Inside back cover		\$2125
Outside back cover		\$2435



Space booking and artwork deadlines

Cover issue	Space booking	Material makeup	Complete artwork	Released
Handgun 18	30 August	13 September	20 September	December 2019

SSAA's Comprehensive Guide to Shooting & Hunting in Australia

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The SSAA's *Comprehensive Guide* covers many different shooting disciplines and events (including rifle, shotgun and handgun shooting), shooting techniques, detailed state and territory specific information about hunting, as well as something for junior shooters. This magazine is aimed at all shooters, hunters and outdoors enthusiasts Australia-wide, but is particularly orientated towards newcomers.

The Guide is becoming more and more popular with readers and advertisers each year and with a firm circulation of 17,000 per issue, it has successfully established its place in the SSAA's stable of publications. With every edition to date completely selling out, the sixth edition to be released in 2020 is set to be bigger, better and more popular than ever.

Please keep in mind that a large portion of readers of this publication are not SSAA members, as they are often just entering sports shooting, recreational hunting or the Association for the first time. The SSAA's *Comprehensive Guide* is therefore a great platform for you to promote your brand and products to the next generation in our sport.

Specifications

SSAA's *Comprehensive Guide to Shooting & Hunting in Australia* is perfect bound and printed web offset throughout. See terms and conditions on page 12 for more details.

Full page (trim size): 270mm deep x 203mm wide
(bleed size): 280mm deep x 213mm wide
Keep any active content 7mm inside trim size

IFC + page 3 (trim size): 270mm deep x 406mm wide
(bleed size): 280mm deep x 416mm wide
Keep any active content 5mm inside trim size

Half page horizontal: 115mm deep x 177mm wide

Half page vertical: 229mm deep x 86mm wide

Third page horizontal: 79mm deep x 177mm wide

Third page vertical: 229mm deep x 56mm wide

Quarter page horizontal: 57mm deep x 177mm wide

Rates

Full page	\$1800
Half page	\$1035
Third page	\$785
Quarter page	\$420

Cover pages

Inside front cover Page 3	Offered as a double-page spread only \$3715
Inside back cover	\$2080
Outside back cover	\$2320

Space booking and artwork deadlines

Cover issue	Space booking	Artwork	Released
Edition 6	TBA	TBA	April 2020



Secure Your Gun, Secure Your Sport

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The *Secure Your Gun, Secure Your Sport* brochure is just that - a publication purely dedicated to firearm safes and safety. The brochure is released periodically and is sent to all SSAA members and the SSAA state and territory branches for distribution to their clubs and expos. An electronic copy is also available on the SSAA National website (ssaa.org.au).

The brochure features write-ups and images on a range of different size and capacity manual and electronic safes and associated products such as trigger locks. It also includes contact details regarding the distributors and state and territory firearms branches.

All advertisers who feature in this brochure are encouraged to provide as much information as possible on each and every safe they have available. Your business information will be included, so members and customers can quickly see who distributes and sells whichever safe they are interested in.

Every edition of the *Secure Your Gun, Secure Your Sport* brochure gets more popular, with not only the print version but there has also been a huge increase in firearm owners downloading the digital version. We expect to print well in excess of 200,000 copies of the sixth edition in 2020 and release is again through the *Australian Shooter* magazine as well as online.

Specifications

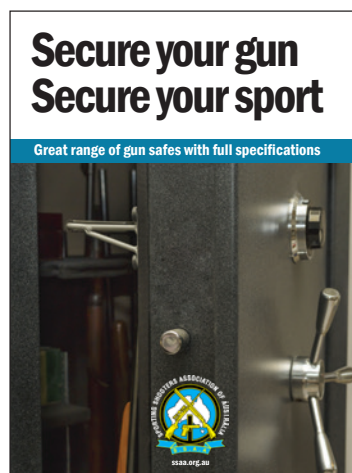
Secure Your Gun, Secure Your Sport is spine glued and printed web offset throughout. See *Australian Shooter* specifications for advert dimensions and more details.

Space booking and artwork deadlines

Cover issue	Space booking	Artwork	Released
Edition 6	TBA	TBA	July 2020

Rates

Full page	\$2820
Half page	\$1775
Third page	\$1275
Quarter page	\$1130



The Australian Shooter, Australian Hunter, Australian & New Zealand Handgun, Great Australian Outdoors, SSAA's Comprehensive Guide to Shooting & Hunting in Australia, Secure Your Gun, Secure Your Sport, SSAA National E-newsletter, and SSAA National website (ssaa.org.au) are published by the Sporting Shooters' Association of Australia Inc (SSAA National).

Any Advertiser Booking Contracts that are not returned with confirmation by signature before the space booking deadline stated on this Rate Card will not be included for the requested month. All Booking Contracts must be signed to secure and confirm the advertiser's agreement to place advertisements in SSAA National's publications.

Material for booked advertisements must be in the hands of the publisher as per the deadlines stated on this Rate Card. Otherwise, the advertisement, as standing, will be repeated.

All advertising must be cancelled in writing to advertising@ssaa.org.au. Cancellations of contracted advertisements will not be accepted after the space booking deadline.

All rates quoted are excluding Australian GST, and are based on per insertion for full-colour adverts.

All specified positions incur an additional 15 per cent surcharge, across all print titles.

Agency commission is set at 10 per cent.

Advertisements for use in any of SSAA National's publications can be designed free of charge. However, if you would like to use one of these advertisements in a non-SSAA publication or website, a \$250 makeup fee will be charged.

Print specifications

All ready artwork must be supplied digitally as high resolution print-ready PDFs with trim marks and bleed, either delivered by email or CD. All advertisements must be accompanied by a colour proof as verification.

When the advertiser's complete artwork does not fit the required size specifications as outlined for each publication on this Rate Card, the publisher will resize or adjust the artwork to fit at its own discretion.

The publisher reserves the right to reject inferior artwork.

Policies

SSAA National reserves the right to reject any bookings and advertising submissions at its own discretion and without stating a reason.

SSAA National has a policy on advertisements in the Association's publications. We request that all advertisers be cautious with the descriptions or imagery associated with their products, particularly firearms and scopes. Adjectives such as 'tactical', 'sniper', 'mil-spec', 'police', 'defender' and 'homeland defence' can create off-putting connotations and are easily exploited by negative media agencies, journalists and politicians. In short, it makes our cause to promote recreational shooting and hunting even harder. We realise that in some instances the words 'tactical' or similar are a part of the product's name and we will consider advertising these

products on a case-by-case basis. All advertisement artwork and images should be considered in the same context as avoiding the use of aggressive or militaristic sounding words. In addition, advertising that promotes overt sexism should be avoided and may be rejected on those grounds.

The publisher will place the word 'advertisement' on any copy, which, in the publisher's opinion, too closely resembles editorial matter.

Payment options

Charges are due for payment within 30 days after an invoice has been issued.

If you would like to pre-pay any of your advertising, please advise and organise this directly with Advertising Representative Karoline Minicozzi.

If you would prefer to pay by electronic funds transfer (EFT), please use the following details to transfer using BSB number: 013457; account number: 296704858; account name: Sporting Shooters Association Australia; and the reference number included on your invoice within 30 days of the invoice date.

If you would prefer to pay by credit card, please contact the SSAA National Accounts Office (PO Box 282, Plumpton, NSW 2761 or 02 8805 3900) to authorise your payment. Credit cards will be charged within a fortnight of the magazine being released. Receipts will be sent once payment is confirmed.

If you would prefer to pay by cheque, please make the cheque payable to Sporting Shooters' Association of Australia Inc, and send with your invoice number to the SSAA National Accounts Office within 30 days of the invoice date.

Any overdue accounts will result in your advertising contract being automatically terminated or cancelled until the outstanding amount is settled. Legal action may be taken to recover costs.