

2012 INDUSTRY RESEARCH ORDER FORM

NATIONAL SHOOTING
SPORTS FOUNDATION®

☐ Check here to receive NSSF® membership information

Check which statement applies:

- ☐ I am a member of the National Shooting Sports Foundation Member ID _____
- ☐ I would like to become a member of the National Shooting Sports Foundation
- ☐ I am not a member of the National Shooting Sports Foundation

PAYMENT OPTIONS

☐ Check or Money Order Enclosed
(Make payable to NSSF)

☐ Charge my Credit Card

- ☐ Visa
- ☐ Mastercard
- ☐ American Express
- ☐ Discover

Name on Credit Card _____

Billing address _____

Card # _____ Security code _____

Expiration Date Month _____ Year _____

Signature _____

If you are ordering a customized market report (Item #360) or customized demographic report (Item #376), please fill out the additional information below. Allow approximately 3-4 weeks for delivery.

Ordering: ☐ Customized Market ReportSM (CMR) ☐ Customized Demographic Report (included in CMR report)

Enter the CENTER POINT from where you want the analysis generated (example: A 25-mile radius from the address). Multiple distances/times recommended (example: 10/20/30 miles). Maximum of 35-miles.

Note: If you do not have an address, use the closest address or zip code to the destination.

Address _____

City _____ State _____ Zip _____

How far from this address? _____ miles (required) and _____ miles (optional)

SHIP TO:

Name _____

Organization _____

Address _____

_____ Suite/Floor _____

City _____ State _____ Zip _____

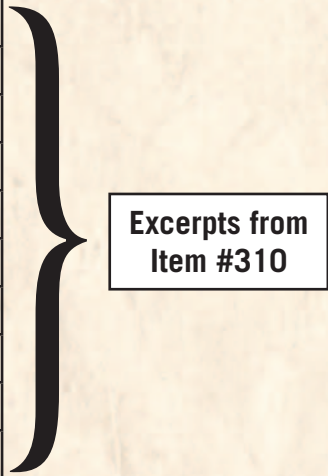
Phone _____ Fax _____

E-mail _____

WWW.NSSF.ORG



2012 Industry Research Order Form

Item #	Item Description	Non-Member Price	Member Price	Special Information	QTY	Line Subtotal
364	Industry Reference Guide SM - 2012 Edition (CD)	\$450.00	\$45.00			
376	Customized Demographic Report (Printed & PDF)†	\$1250.00	\$125.00	Please complete other side of form		
360	Customized Market Report SM (Printed & PDF)†	\$5,000.00	\$500.00	This report also contains Item #376 Please complete other side of form		
310	NSGA Participation - 2012 Edition (CD)	\$500.00	\$100.00			
350	NSGA Segment: Hunting - Firearms (PDF)	\$100.00	\$15.00			
351	NSGA Segment: Bowhunting (PDF)	\$100.00	\$15.00			
354	NSGA Segment: Paintball (PDF)	\$100.00	\$15.00			
355	NSGA Segment: Muzzleloading (PDF)	\$100.00	\$15.00			
356	NSGA Segment: Target Shooting - Rifles (PDF)	\$100.00	\$15.00			
357	NSGA Segment: Target Shooting - Handgun (PDF)	\$100.00	\$15.00			
358	NSGA Segment: Target Shooting - Airgun (PDF)	\$100.00	\$15.00			
359	NSGA Segment: Target Shooting - Shotgun (PDF)	\$100.00	\$15.00			
370	NSGA Segment: Target Shooting - Net (PDF)	\$100.00	\$15.00			
373	NSGA Segment: Hunting - Net (PDF)	\$100.00	\$15.00			
374	The Modern BowHunter Report [®] - 2012 Edition (CD)	\$500.00	\$50.00			
352	The Modern Hunter Report TM - 2008 Edition (CD)	\$500.00	\$50.00	Look for 2012 edition in December		
365	The Modern Target Shooter Report [®] - 2012 Edition (CD)	\$500.00	\$50.00			
383	Firearms Retailer Survey Report - 2012 Edition (PDF)	\$500.00	\$50.00	Trend Data 2008 - 2011		
392	Financial Benchmarking Report - 2012 Edition (PDF)	\$2,500.00	\$250.00			
				Subtotal		
CT Residents add 6.35%, D. C. Residents add 6.0%				Sales Tax		
PRICES SUBJECT TO CHANGE				TOTAL		

†Custom reports are non-refundable

4 EASY WAYS TO ORDER

MAIL

Order Form to
NSSF, Research
11 Mile Hill Road
Newtown, CT 06470

EMAIL

research@nssf.org

FAX

Both sides of Order Form to
203-426-1087

PHONE

Research
203-426-1320

10/12 Item #386

PROMOTE

PROTECT

PRESERVE