

Considering An Internet Transfer?

When evaluating if an Internet purchase gives you a better deal, consider the math. Once you add up all of the costs associated with the transfer, the deal may not be as appealing. Consider this example for a gun that would cost \$360.00 on the Internet:

$$\begin{aligned} & \$360.00 \text{ Internet Seller Gun Base Price} \\ & + \underline{\$25.00} \text{ Internet Seller Shipping (Many times this is much higher)} \\ & = \$385.00 \\ & + \underline{\$11.55} \text{ Internet Seller Credit Card Fee (3\%)} \\ & = \$396.55 \\ & + \$32.34 \text{ Target World Transfer Fee } (\$30.00 + \text{Tax}) \\ & + \underline{\$21.56} \text{ Target World Range Time Given With Every Gun Purchased At Target World} \\ & \quad \text{(Value for using rifle range in } \frac{1}{2} \text{ hour increments + tax)} \\ & = \underline{\underline{\$450.45}} \text{ Internet Seller Gun Equivalent Price} \end{aligned}$$

To sum this up, the gun would have to cost \$450.45 after tax at Target World for the Internet purchase to be a better deal. This example can be applied to other purchase amount—just change the calculations. (Note that non-Ohio residents do not pay Ohio sales tax on firearms at Target World, making the Target World purchase an even better deal.)