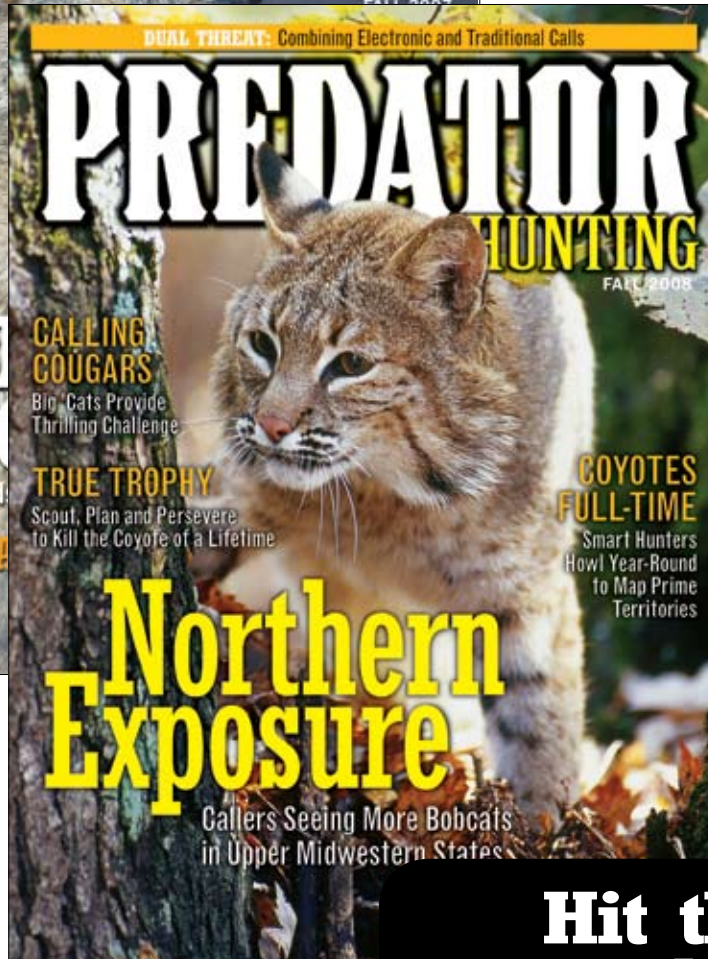




REACHING THE **ACTIVE** PREDATOR HUNTERS



Distribution:
60,000+ newsstand copies

Bonus Circulation
Issues will be bulk drop shipped to leading predator hunting associations.

Release Dates:
Fall Issue
On Sale November 3, 2009
Winter Issue
On Sale December 15, 2009

Editorial Package
Articles by Industry Experts
Furbearer Behavior
New Gear for 2009
Calendar of Events
Clubs & Organizations

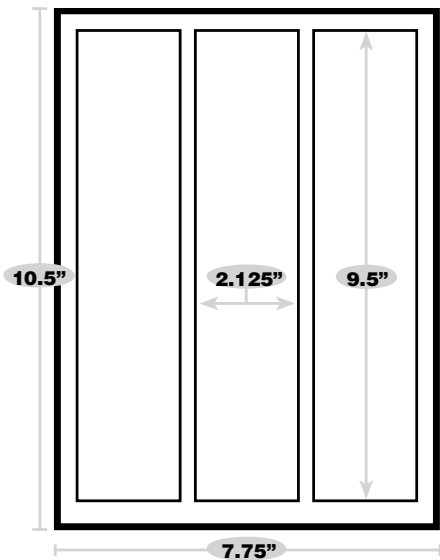
Hit the **RED HOT** predator market!

ADVERTISING RESERVATION DEADLINE	ADVERTISING MATERIALS DEADLINE
SEPT 28	OCT 5
OCT 26	NOV 2

Reserve your advertising space today!
CALL TOLL-FREE
888-457-2873
and ask for Pat Boyle, or Chris Adamski

SAVE 20% BY RUNNING IN BOTH ISSUES

Four Color	1x	2x	B/W	1x	2x
Full	\$2,625.00	\$2,100	Full	\$2,060.00	\$1,650
2/3	2,000.00	1,600	2/3	1,650.00	1,320
1/2	1,600.00	1,280	1/2	1,165.00	935
1/3	1,185.00	950	1/3	820.00	655
1/4	875.00	700	1/4	650.00	520
Covers 2 & 3	2,930.00	2,345	1/6	480.00	380
Cover 4	3,290.00	2,630	1/12	260.00	210
			1"	160.00	130
Two Color	1x	2x	Where to Go		
Full	\$2,280.00	\$1,820	1"	\$110.00	\$90.00
2/3	1,730.00	1,385	2"	210.00	175.00
1/2	1,385.00	1,105	3"	310.00	245.00
1/3	1,040.00	830	4"	410.00	325.00
1/4	760.00	610			



Magazine Specifications

Trim Size 7.75" x 10.5"
 Column Width..... 2.125"
 Column Height 9.5"
 Printed web offset, perfect bound

2-Page Spread Bleed .. 15.875 x 10.75 Trim 15.5 x 10.5 14.625 x 10	Full Page Bleed 8 x 10.75 Trim 7.75 x 10.5 7 x 10	1/2 Horizontal 2-Page Spread Bleed 15.875 x 5.25 Trim 15.5 x 5.125 14.625 x 4.625		
2/3 Vertical 4.625 x 9.5	1/2 V Island 4.625 x 7	1/2 Horizontal Bleed 8 x 5.25 Trim 7.75 x 5.125 7 x 4.625	1/3 Vertical 2.125 x 9.5	1/3 Square 4.625 x 4.625
1/4 Horizontal 4.625 x 3.375	1/4 Vertical 3.375 x 4.625	1/6 Horizontal 4.625 x 2.25	1/6 Vertical 2.125 x 4.625	1/12 Square 2.125 x 2.25

MAILING INSTRUCTIONS

All ad copy must be received by materials deadline electronically in camera-ready form. If proofs are required, material must reach office of publication 14 days prior to closing. Mail ad artwork with proof to: Predator Hunting, Advertising Dept., 700 E. State St., Iola WI 54990-0001

RATE POLICIES

a) 15% commission or discount to clients or agencies providing camera ready materials and separations if paid within 30 days after the date of invoice.

b) Net 30 days. First time advertisers, cash must accompany order for first insertion to establish credit, except from recognized agencies. Finance charge of 1% per month after 30 days.

c) Rates subject to change. Publisher guarantees 60 days notice prior to the effective date. Advertisements will be billed at rates then prevailing.

GENERAL INFORMATION

a) **Ad Production Assistance:** Our staff can provide as layout and typesetting services. Contact your advertising

representative for a quote. If proofs are required, materials for ad design must reach the office of publication 14 days prior to the advertising deadlines. The publisher is not responsible for errors resulting from longhand or illegible copy, or changes submitted by phone. The publisher's liability for any error shall not exceed the cost of space occupied by that error.

b) **Tearsheets:** A copy of each display ad, as it appears in the magazine, is sent out via first-class mail upon request.

c) **Ad material Specifications:** Preferred Materials – Electronic ads. The following electronic advertising formats are accepted:

Platform & File Type

If file you wish to submit is not listed below, please contact your Sales Representative.

Black & White

Grayscale images require minimum 170 ppi (pixels per inch) resolution. Lineart images require minimum 800 ppi resolution.

Mac (Accepted file formats)

- Quark XPress v. 4.1 or lower
- Adobe PhotoShop v. 7.0 or lower
- Adobe Illustrator v. 10.0 or lower
- Adobe InDesign CS2 or lower
- Macromedia FreeHand v. 8.0 or lower
- TIFF* EPS* Postscript* Acrobat PDF* v. 4.0

PC (Accepted file formats)

- Quark XPress v. 4.1 or lower
- Adobe Acrobat PDF* v. 4.0
- Adobe PageMaker v. 6.5 or lower

Text (Text-only files for ad creation)

- MicroSoft Word
- MicroSoft Excel

4-Color

4-color images should be submitted with 300 ppi resolution and CMYK color mode for corresponding publication. Electronic color files should be submitted with customer approved color proof. Krause Publications does not accept responsibility for color reproduction accurateness without supplied color proof.

Mac (Accepted file formats)

- Quark XPress v. 4.1 or lower
- Adobe PhotoShop v. 7.0 or lower
- Adobe Illustrator v. 10.0 or lower
- Adobe InDesign CS2 or lower
- TIFF* EPS* Postscript* Acrobat PDF* v. 4.0

Fonts (Please include all screen and printer fonts used)

- Type Postscript Other _____

* Postscript, EPS, TIFF and PDF submissions must have ALL fonts and images embedded.