

DISPLAY ADVERTISING RATES

NOTE: Frequency discounts based on consecutive issues.

BLACK & WHITE	1x	3x	6x	10x
Full Page	\$890	\$850	\$805	\$750
2/3 Vertical	\$805	\$760	\$735	\$685
1/2 Horizontal	\$535	\$515	\$485	\$445
1/2 Vertical	\$535	\$515	\$485	\$445
1/2 Island	\$535	\$515	\$485	\$445
1/3 Vertical	\$415	\$385	\$360	\$340
1/3 Square	\$415	\$385	\$360	\$340
1/4 Square	\$275	\$255	\$240	\$230
1/4 Horizontal	\$275	\$255	\$240	\$230
1/4 Vertical	\$275	\$255	\$240	\$230
1/6 Horizontal	\$200	\$195	\$190	\$185
1/6 Vertical	\$200	\$195	\$190	\$185

MARKETPLACE (bw)	1x	3x	6x	10x
3 in. x 1 col.	\$140	\$135	\$125	\$120
2 in. x 1 col.	\$100	\$95	\$90	\$80
1 in. x 1 col.	\$80	\$75	\$70	\$60

FOUR-COLOR	1x	3x	6x	10x
Full Page	\$2,200	\$2,080	\$1,980	\$1,880
2/3 Vertical	\$1,535	\$1,460	\$1,380	\$1,315
1/2 Horizontal	\$1,315	\$1,250	\$1,190	\$1,130
1/2 Vertical	\$1,315	\$1,250	\$1,190	\$1,130
1/2 Island	\$1,315	\$1,250	\$1,190	\$1,130

COVERS*	1x	3x	6x	10x
Back	\$2,680	\$2,545	\$2,415	\$2,300
Inside Back	\$2,365	\$2,245	\$2,135	\$2,025
Inside Front	\$2,570	\$2,445	\$2,320	\$2,205

* Call for availability

PUBLISHING SCHEDULE 2012-2013

Published 10 times annually

COVER DATE	MATERIALS DEADLINE	ON-SALE DATE
June/July 2012	April 23	May 22
August 2012	June 25	July 24
September 2012	July 30	August 21
October 2012	August 27	September 25
November 2012	September 24	October 23
December 2012	October 29	November 20
January 2013	November 26	December 25
February 2013	January 4	January 25
March 2013	February 1	February 22
April/May 2013	March 8	March 29

Call TODAY to advertise in the world's foremost trapping & predator hunting authority!

DISPLAY ADVERTISING SIZES

Trim Size: 8" x 10.75"; Live Area: 7" x 10"

Full Page
7" x 10"

2/3 Vertical
4.625" x 10"

1/2 Horizontal
7" x 4.75"

1/2 Vertical
3.4375" x 10"

1/2 Island
4.625" x 7"

1/3 Vertical
2.25" x 10"

1/4 Square
4.625" x 3.375"

1/3 Square
4.625" x 4.75"

1/4 Horizontal
7" x 2.25"

1/4 Vertical
3.4375" x 4.75"

1/6 Horizontal
4.625" x 2.25"

1/6 Vertical
2.25" x 4.75"

MARKETPLACE

3"
2.25" x 3"

2"
2.25" x 2"

1"
2.25" x 1"

AD SUBMISSION

Accepted advertising file formats:

Application Files (mac or PC):

Adobe Creative Suite v5.5 (*Illustrator, InDesign, Photoshop*)
 QuarkXpress v8
 PDF (Version 9.0, PDFX-1a format or 300dpi resolution CMYK color format, fonts embedded)
 TIFF (300dpi, CMYK, fonts embedded)
 EPS (300dpi, CMYK, fonts embedded)

For Ad creation:

Word/Excel (type used only)

Images:

Jpg, tiff, png, eps formats
 300dpi minimum resolution for continuous tone
 600dpi minimum resolution for line art

Any other formats not shown should be approved in advance by your sales representative.

TOLL-FREE **888-457-2873**

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