



RATES

DISPLAY	B&W	COLOR	LOGOS
2 Page Spread	\$3,840	\$5,495	3 Free
Full Page	\$2,465	\$3,840	3 Free
2/3 Page	\$1,905	\$2,840	3 Free
1/2 Page	\$1,345	\$1,950	2 Free
1/3 Page	\$955	\$1,365	1 Free
1/6 Page	\$675	\$1,090	1 Free
COVERS	B&W	COLOR	LOGOS
Inside Front	n/a	\$9,350	3 Free
Inside Back	n/a	\$8,940	3 Free
Back Cover	n/a	\$9,625	3 Free

COVER BONUS: All cover advertisers receive a 1/2 Page 4/C ad in an appropriate listing section at no additional charge.

SIZES

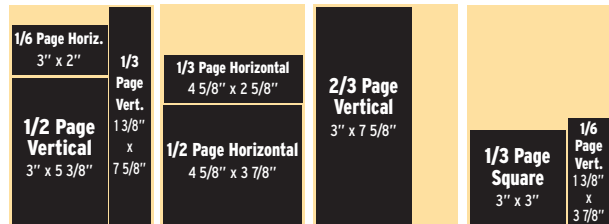
ITEM	WIDTH	HEIGHT
2/3 Page Vertical	3"	7 5/8"
1/2 Page Horizontal	4 5/8"	3 7/8"
1/2 Page Vertical	3"	5 3/8"
1/3 Page Horizontal	4 5/8"	2 5/8"
1/3 Page Square	3"	3"
1/3 Page Vertical	1 3/8"	7 5/8"
1/6 Page Horizontal	3"	2"
1/6 Page Vertical	1 3/8"	3 7/8"
FULL PAGE		
Trim	5 1/4"	8 3/8"
Bleed	5 1/2"	8 5/8"
Live Area	4 7/8"	8"

*Please keep all illustrative & copy not intended to bleed within the LIVE AREA

LOGO & PRODUCT DESCRIPTION

ENHANCEMENT: \$230 (B&W) \$330 (4/C)

Enhance your basic listing with a logo and a detailed product or service description and web address. Short of a display advertisement, there is no more cost-effective way for you to get the most out of *Wing & Clay Waterfowl's* sales-oriented listing format.



PRODUCT SHOWCASE

Highlight your product in this **PREMIERE LOCATION!** Your 1/3 Page, 4-color spot will include: Company Logo, Product Image, 75-word Description & Contact Information.

FOR DISPLAY ADVERTISERS RUNNING:

1/4 PAGE OR LARGER \$650/SPOT
PRODUCT SPOTLIGHT ONLY \$1,260/SPOT

ADVERTISING FEE/PAYMENT INFORMATION

SPECIAL POSITIONS: Guaranteed positions charged an additional 15%.

ADVERTISING DESIGN: Display ads can be built by in-house production staff, for a \$75 fee.

MULTIPLE AD DISCOUNT: The above display rates are based on a single advertising purchase. Advertisers running more than one ad in each annual edition are entitled to a 5% discount on the second ad; 10% on each additional ad. (Ad sequence determined by ad size - largest ads first.)

AGENCY COMMISSIONS: 15% of the gross to recognized agencies.

PAYMENT TERMS: NET 30 days. 2% discount if payment within 10 days of invoice date. A service charge of 1.5% per month will be added on all accounts more than 30 days past due. All orders accepted subject to publisher's credit terms.

ADVERTISING MATERIALS/MEDIA INFORMATION

DIGITAL AD MATERIALS: The preferred file type for ad materials is a PDF. We will also accept an InDesign document, TIFF, EPS or JPEG. Please be sure to include all fonts and images if applicable. All color should be CMYK process and all images should be high resolution (266 dpi or higher). Incorrectly sized ads will be adjusted to fit the space ordered.

CONTACT: Tivi Radder, Production Manager

FTP SITE: Upload ad files to the *Black's Sporting Directories* folder on our FTP site.

FTP address: ftp.grandviewmedia.com

User ID: ftgvmmedia

Password: deerl

E-MAIL: Ad files under 10 megabytes may be e-mailed to: tivi@grandviewmedia.com

FILES ON CD: Please send all advertising materials, proofs and/or copy to:



GRAND VIEW MEDIA GROUP

5959 Baker Road, Suite 300 • Minnetonka, MN 55345

1-800-766-0039

IMPORTANT DATES

Space Reservation: June 29, 2009

Material Deadline: July 6, 2009

Publication Date: September 2009

ADVERTISING CONTACTS:

- Jared Pfeifer (800) 766-0039, ext. 103
- Chad Nelson (800) 766-0039, ext. 109
- Josh Bjorklund (800) 766-0039, ext. 114