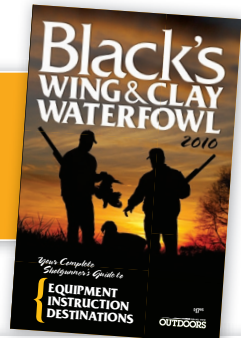


Equipment

2011 RATES & SIZES



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

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 ad, there is no more cost-effective way for you to get the most out of **Wing & Clay Waterfowl's** sales-oriented listing format.

WEBSITE ENHANCEMENT: \$95
Duplicate your enhanced print listing online at **www.blackswingandclay.com**, which will include a direct link to your Web site!

PRODUCT SHOWCASE
Highlight your product in this PREMIER LOCATION! Your 1/3 Page, 4-color spot will include: Company Logo, Product Image, 75-word Description & Contact Information and will also be featured on **www.blackswingandclay.com**.

FOR DISPLAY ADVERTISERS RUNNING:
1/4 PAGE OR LARGER: \$650/SPOT
PRODUCT SPOTLIGHT ONLY: \$1,260/SPOT

IMPORTANT DATES

Space Reservation: **June 28, 2010**
Material Deadline: **July 7, 2010**
Publication Date: **September 2010**

ADVERTISING CONTACTS

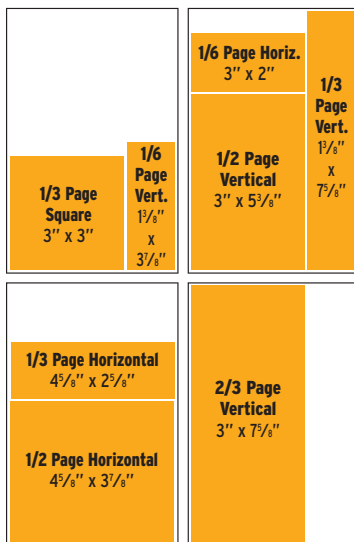
Chad Nelson (800) 766-0039, ext. 109
Adam Reese (205) 408-3774
Tim Snider (205) 408-3789
Jared Pfeifer (800) 766-0039, ext. 103

www.BlackswingAndClay.com

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



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.

FTP SITE: Upload ad files quickly and easily to the **Black's Sporting Directories** folder on our FTP site. FTP Address: **ftp.grandviewmedia.com** User ID: **ftpgvmedia** Password: **deer1**
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

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:** New advertisers must pre-pay, otherwise terms are 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. All advertising is non-cancelable.