

America's Complete Deer-Hunting Source

Whitetail

JOURNAL

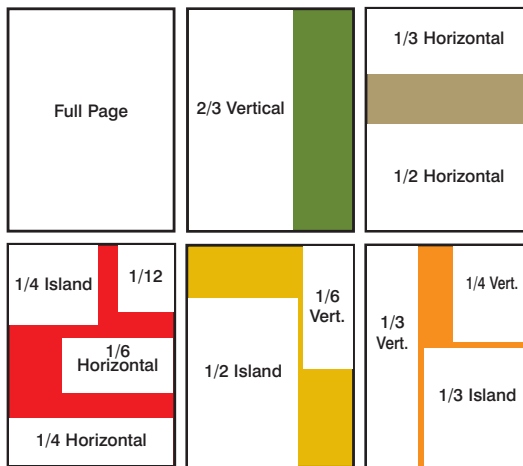
2012
MARKETING
GUIDE

Whitetail JOURNAL AD SPECIFICATIONS

- 2-Page Spread Image Area: 14.5" x 9.625"
- 2-Page Spread Trim: 15.5" x 10.625"
- 2-Page Spread Bleed: 15.75" x 10.875"
- Full Page Image Area: 6.75" x 9.625"
- Full Trim Size: 7.75" x 10.625"
- Full Bleed Size: 8.00" x 10.875"
- 1/2 Spread: 15.75" x 4.6"
- 2/3 Vertical: 4.444" x 9.625"
- 1/2 Vertical: 3.29" x 9.625"
- 1/2 Horizontal: 6.75" x 4.6"
- 1/2 Island: 4.444" x 7.03"
- 1/3 Vertical: 2.136" x 9.625"
- 1/3 Island: 4.444" x 4.7"
- 1/3 Horizontal: 6.75" x 3.013"
- 1/4 Horizontal: 6.75" x 2.21"
- 1/4 Island: 4.444" x 3.635"
- 1/4 Vertical: 3.29" x 4.6"
- 1/6 Vertical: 2.136" x 4.7"
- Web Site Showcase: 3.29" x 2.9"
- 1/6 Horizontal: 4.444" x 2.22"
- 1/8 Horizontal: 3.29" x 2.22"
- 1/12 Vertical: 2.136" x 2.259"

* Whitetail Journal is a saddle-stitch bound publication.

* For information about bind-in card sales, contact Brent Kizzire at 888-431-2877 x3702



AD RATES

Four-Color	1X	3X	5X
Two-page spread	\$9,560	\$9,010	\$7,935
Full	\$5,615	\$5,000	\$4,230
2/3	\$4,120	\$3,670	\$3,070
1/2	\$3,390	\$3,145	\$2,715
1/3	\$2,625	\$2,330	\$1,915
1/4	\$2,105	\$1,915	\$1,680
1/6	\$1,400	\$1,265	\$1,045
1/8	\$1,235	\$1,105	\$865
1/12	\$1,035	\$930	\$760

Black & White	1X	3X	5X
Two-page spread	\$7,625	\$6,930	\$5,885
Full	\$4,240	\$3,855	\$3,365
2/3	\$3,075	\$2,780	\$2,430
1/2	\$2,590	\$2,395	\$2,135
1/3	\$1,840	\$1,655	\$1,395
1/4	\$1,540	\$1,395	\$1,190
1/6	\$940	\$845	\$730
1/8	\$840	\$770	\$655
1/12	\$745	\$700	\$545

Covers

Inside Front (Cover 2)	\$6,720
Inside Back (Cover 3)	\$6,300
Back Cover (Cover 4)	\$7,165

MEDIA REQUIREMENTS

- All ads must be accompanied by a 4-color press proof. If no press proof is sent, Grand View Media Group assumes no responsibility for errors in the printed ad.
- GVMG prefers ads to be sent in as a high-resolution PDF (in Acrobat save as press-quality PDF and in other programs set the resolution at 300 dpi)
- GVMG accepts ads built in Quark Xpress for Macintosh, Adobe Photoshop, Adobe Illustrator and Adobe InDesign.
- Ads built in other programs (i.e., Microsoft Publisher, Adobe Freehand, Corel Draw, Adobe Pagemaker, etc.) can only be accepted if submitted in high-resolution TIFF, EPS or PDF formats.
- If sending material for an ad to be created by GVMG, the advertiser must provide all text, photos and other graphics necessary for the construction of the ad. GVMG does not possess a library of photos to be used in ad construction.
- Artwork for ads may be taken from websites only if the ad is 1/4-page or smaller. 1/3-, 1/2- and full-page ads may not be built using images from websites.
- All graphic images should be saved at a resolution of 300 dpi or higher. A lower resolution will result in a blurred image in the finished ad.
- All necessary artwork and fonts must be submitted with the ad. Failure to include graphics may result in a loss of quality in the finished ad. Failure to include fonts may result in loss of text or font substitution at the publisher's discretion. GVMG cannot accept PC fonts and may have to substitute fonts if PC fonts are provided.
- We recommend that website addresses appearing on advertisements include the full website address path, including the "www."
Example: www.grandviewoutdoors.com.
- Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the ad space purchased.
- Ads or ad materials may be provided on CD-ROM, e-mailed to scottn@grandviewmedia.com (if the ad is 2 MB or smaller) or placed on the GVMG ftp site (if the ad is larger than 2 MB).

FTP Host: [ftp.grandviewmedia.com](ftp://ftp.grandviewmedia.com)

User Name: [ftpgvmedia](ftp://ftp.grandviewmedia.com)

Password: deer1

Media Labeling Requirements

Publication name, issue date, agency name, phone number, list of contents, advertiser name, contact person (name and phone number), vendor name, file name/number and a printout of the directories on the disc.

ONLINE-AD UNITS & RATES

Ad units are calculated on a cost per month basis.

AD UNITS	AD SIZE (in pixels)	
Leaderboard	728 x 90	\$600
Square	250 x 250	\$500
Rectangle	240 x 400	\$400
Banner	370 x 47	\$300
Button	120 x 90	\$200

Scan this code with your smartphone's barcode-scanning app!



www.Whitetail.com

WhitetailJournal.com is the premier online destination for hunters and recreational shooters across North America. The site offers the most up-to-date, comprehensive information designed to entertain the sporting enthusiast, as well as help him or her improve their success in the field. It also allows them to interact in a growing community with others who share their passion and concern for the outdoors — a community actively supported in print by the Whitetail Journal magazine, which reflects the tradition and excitement of the sporting experience and delivers a deeper enjoyment of this experience through interactive content and the sharing of ideas among a vibrant online community.

Buy an exclusive E-Blast for your company for only \$2,500.

Buy an E-news Banner for only \$500 per mailing.

AD TYPES, RATES & REQUIREMENTS

To inquire about advertising availability on WhitetailJournal.com, please consult your sales representative and ask for the special online media kit, tailored specifically as an all-you-need-to-know source for all of WhitetailJournal.com's promotional activities.

For electronic marketing information, including e-promotions and e-newsletters, digital issues or catalogs, and the Whitetail Journal website, please contact Stuart Anderson at (800) 431-2877 ext. 3766 or stuart@grandviewmedia.com.