



## Advertising Rates 2027-2028

# THE Bowhunter

Listed below are the latest advertising rates for "THE Bowhunter."  
We appreciate your continued support of WBH and our advertising program.

*Publisher*  
Wisconsin Bowhunters Association

*Production Coordinator & Advertising Sales*  
Julie Rettler

| COMMERCIAL RATES               |           |               |          |
|--------------------------------|-----------|---------------|----------|
| AD SIZE                        | w x h     | Black & White | Color    |
| BACK COVER --                  |           | \$545.00      |          |
| FRONT COVER --                 |           | \$490.00      |          |
| FULL PAGE                      | 7 ¼ x 9 ¼ | \$325.00      | \$455.00 |
| 2/3 PAGE                       | 7 ¼ x 6 ½ | \$265.00      | \$370.00 |
| 1/2 PAGE                       | 7 ¼ x 6 ½ | \$230.00      | \$325.00 |
| 1/3 PAGE                       | 7 ¼ x 3 ¼ | \$200.00      | \$275.00 |
| 1/3 PAGE                       | 4 ½ x 4 ½ | \$200.00      | \$275.00 |
| 1/3 PAGE                       | 2 ¼ x 9 ¼ | \$200.00      | \$275.00 |
| 1/4 PAGE                       | 7 ¼ x 2 ¼ | \$145.00      | \$200.00 |
| 1/4 PAGE                       | 2 ¼ x 7 ½ | \$145.00      | \$200.00 |
| 1/6 PAGE                       | 2 ¼ x 4 ¾ | \$125.00      | \$175.00 |
| BUSINESS CARD AD – 3 Issues -- |           | \$110.00      |          |

**Advertising rates subject to change without prior notice.**

For technical information on how artwork or electronic-ready advertising needs to be supplied  
contact Julie Rettler at [office@wisconsinbowhunters.org](mailto:office@wisconsinbowhunters.org).

Faxed ad copy is not suitable for reproduction.

**Manufacturers** list prices only in ads. **NO Discount Prices allowed!**

**Payment Policy:** All advertisers **MUST** be current with their accounts.  
No ads will be placed if there is an outstanding balance due.

**Deadlines for the three issues:**

|                   |                      |                      |                  |
|-------------------|----------------------|----------------------|------------------|
| <i>Mailed in:</i> | January (Winter)     | April (Spring)       | August (Fall)    |
| <i>Deadline:</i>  | <b>November 15th</b> | <b>February 15th</b> | <b>June 15th</b> |

**Publisher's Protective Clause:** Advertiser assumes liability for all content  
(including text and illustrations) of advertisements printed and also for any  
claims made against the publisher. Publisher reserves the right to refuse copy,  
which in his opinion may be libelous, unfair, or contrary to editorial policy.

ALL AD COPY and  
CORRESPONDENCE  
should be sent to the:

**Wisconsin Bowhunters  
Association®**

**17 E. Third Street  
Clintonville, WI 54929-1707**

Street address for UPS delivery only:  
**17 E. Third Street**

For questions or more information:  
**715-823-4670**

**[office@wisconsinbowhunters.org](mailto:office@wisconsinbowhunters.org)**