



Advertising Rates • Effective January 1, 2024

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

<u>Ad Size</u>	<u>w x h</u>	<u>Black & White</u>	<u>4 Color</u>
Back Cover			\$495
Inside Cover			445
Full Page	7 1/4" x 9 3/4"	\$294	411
2/3 Page	7 1/4" x 6 1/2"	239	334
1/2 Page	7 1/4" x 4 3/4"	209	293
1/3 Page	7 1/4" x 3 1/4"	179	251
1/3 Page	4 1/2" x 4 1/2"	179	251
1/3 Page	2 1/4" x 9 3/4"	179	251
1/4 Page	7 1/4" x 2 1/4"	129	181
1/4 Page	2 1/4" x 7 1/2"	129	181
1/6 Page	2 1/4" x 4 3/4"	114	159

Business Card ad: 3 issues \$100

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.

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)
Deadline:	November 15th	February 15th	June 15th

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 54929-0240**

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

For questions or more information:
**715-823-4670
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Fax 715-823-1385**