



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

Non-Profit Club Rates			
<i>Clubs must use these sizes!</i>			
<u>Ad Size</u>	<u>w x h</u>	<u>Black & White 4 Color</u>	
Full Page	7 1/4" x 9 3/4"	\$265	\$371
2/3 Page	7 1/4" x 6 1/2"	210	294
1/2 Page	7 1/4" x 4 3/4"	180	252
1/3 Page	7 1/4" x 3 1/4"	150	210
1/3 Page	4 1/2" x 4 1/2"	150	210
1/3 Page	2 1/4" x 9 3/4"	150	210
1/4 Page	7 1/4" x 2 1/4"	100	140
1/4 Page	2 1/4" x 7 1/2"	100	140
1/6 Page	2 1/4" x 4 3/4"	85	119

Where To Shoot listing: \$20 per event if no ad.

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)
<i>Deadline:</i>	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**