



**Advertising Rates • Effective January 1, 2023**

# 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

<b>Commercial Rates</b>			
<u>Ad Size</u>	<u>w x h</u>	<u>Black &amp; 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)
<b>Deadline:</b>	<b>November 15th</b>	<b>February 15th</b>	<b>June 15th</b>

**Ad to be included in:** Winter 2023  Spring 2023  Fall 2023   
(check all that apply)

**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®**  
**P.O. Box 240**  
**Clintonville, WI 54929-0240**

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

For questions or more information:  
**715-823-4670**  
**office@wisconsinbowhunters.org**  
**Fax 715-823-1385**