

TRAPPER'S WORLD

MEDIA KIT Advertising Rates 2018

Ad Sales:
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Trapper's World
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*The Magazine
"For Trappers By Trappers"*

PRINT ADVERTISING

Black & White	1X	2X	6X +
7" wide 9 5/8" tall	\$350.00	\$300.00	\$250.00
2/3 page 4 3/4" wide x 9 5/8" tall 7" wide x 7 3/8" tall	\$225.00	\$200.00	\$180.00
1/2 page 4 3/4" wide x 7" tall 7" wide x 4 3/4" tall	\$175.00	\$150.00	\$135.00
1/3 page 2 1/4" wide x 9 5/8" tall 4 3/4" wide x 4 3/4" tall 7" wide x 3 1/8" tall	\$140.00	\$125.00	\$115.00
1/4 page 2 1/4" wide x 7" tall 4 3/4" wide x 3 1/2" tall	\$115.00	\$100.00	\$90.00
1/6 page 2 1/4" wide x 4 3/4" tall 4 3/4" wide x 2 3/8" tall	\$95.00	\$85.00	\$75.00
1/8 page 2 1/4" wide x 3 1/2" tall	\$80.00	\$73.00	\$65.00
Marketplace (B&W)	1X	2X +	
Column Inch Ads: 2 1/4" wide x 1" tall	\$30.00/inch	\$25.00/inch	
Classified Ads:	\$0.60 word	\$0.50 word	
(count phone numbers, zip codes etc. as 1 word)			

Trapper's World is the BEST ALL Trapping Magazine that allows you to reach readers who have one thing on their mind: **Trapping.**

- Add Full Color to any size ad – Call for pricing and availability
- Call for Availability and price to put your ad on the back cover or inside cover.
- Inserts can be stitched into each issue.

Thank You for considering Trapper's World as part of YOUR marketing strategy!

ISSUE	SUBMISSION DEADLINE
Jan/Feb	December 1st
March/April	February 1st
May/June	April 1st
July/August	June 1st
Sept/Oct	August 1st
Nov/Dec	October 1st

Ads requiring layout should be submitted at least 1 week prior to the deadline.

AD SUBMISSION INSTRUCTIONS

All Prices are for camera ready ads submitted saved on disc or emailed (in either InDesign CS3 format, PDF, TIFF, JPG or GIF). Microsoft Word/Publisher files should be exported to PDF prior to submitting

Ads requiring layout will be billed an additional 25% with a minimum of \$10, plus \$5 per each photo, drawing or artwork.

Trapping Associations contact us for special discount on ads and other special offers.