

### Display Ad Rates

<b>4-COLOR</b>	<b>1x Rate</b>	<b>2x-3x Rate</b>	<b>4x Rate</b>
Inside Front Cover	\$1,960.00	\$1,910.00	\$1,740.00
Inside Back Cover	\$1,960.00	\$1,910.00	\$1,740.00
Back Cover	\$2,280.00	\$2,230.00	\$2,030.00
Full Page	\$1,450.00	\$1,400.00	\$1,280.00
2/3 Page	\$1,080.00	\$1,060.00	\$960.00
1/2 Page	\$990.00	\$960.00	\$870.00
1/3 Page	\$680.00	\$660.00	\$610.00
1/4 Page	\$560.00	\$550.00	\$490.00
1/6 Page	\$490.00	\$470.00	\$430.00

### BLACK & WHITE

Full Page	\$1,050.00	\$1,020.00	\$920.00
2/3 Page	\$950.00	\$920.00	\$840.00
1/2 Page	\$710.00	\$700.00	\$640.00
1/3 Page	\$600.00	\$580.00	\$510.00
1/4 Page	\$470.00	\$460.00	\$420.00
1/6 Page	\$420.00	\$410.00	\$380.00

### Travel Sections & Trading Post — Ad Sizes and Rates

Used as a resource for finding hunts, expeditions, outfitters, guides, the latest in gear and services.

<b>4-COLOR</b>	<b>SIZE</b>	<b>1x Rate</b>	<b>2x-3x Rate</b>	<b>4x Rate</b>
1/4 Page - vertical	3.625"W x 4.75"H	\$490.00	\$480.00	\$450.00
1/4 Page - horizontal	7.5"W x 2.25"H	\$490.00	\$480.00	\$450.00
1/8 Page - horizontal	3.625"W x 2.25"H	\$370.00	\$350.00	\$320.00

### BLACK & WHITE

1/4 Page - vertical	3.625"W x 4.75"H	\$340.00	\$320.00	\$280.00
1/4 Page - horizontal	7.5"W x 2.25"H	\$340.00	\$320.00	\$280.00
1/8 Page - horizontal	3.625"W x 2.25"H	\$200.00	\$180.00	\$160.00

	<b>Summer 2017</b>	<b>Fall 2017</b>	<b>Winter 2017/2018</b>	<b>Spring 2018</b>
<b>Ad Closing Dates</b>	June 2	August 18	October 20	March 2
<b>Print-ready Art Due</b>	June 9	August 25	November 3	March 9

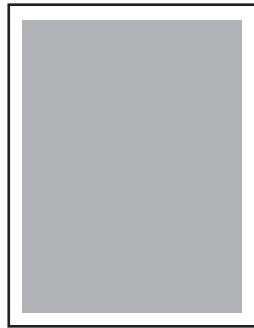
### FOR INFORMATION ABOUT AD SALES

Call the Wild Sheep Foundation at  
406-404-8750 or 800-OK-FNAWS or  
send email to [info@wildsheepfoundation.org](mailto:info@wildsheepfoundation.org)  
412 Pronghorn Trail • Bozeman, MT 59178

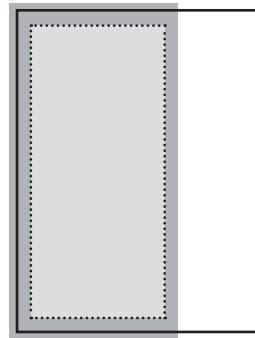
# AD SIZES



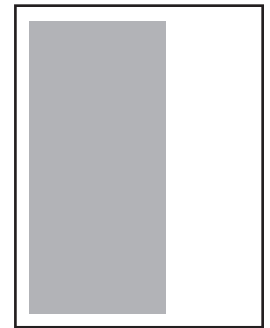
**FULL PAGE – Bleed**  
8.5"W x 11"H  
PLUS 1/8" bleed  
on all sides  
LIVE SAFETY AREA  
7.5"W x 9.875"H



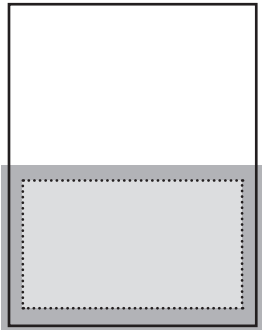
**FULL PAGE – Non-bleed**  
7.5"W x 9.875"H



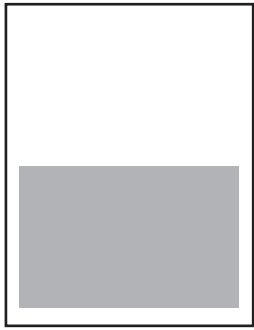
**2/3 PAGE – Bleed**  
5.4"W x 11"H  
PLUS 1/8" bleed  
on bleed sides  
LIVE SAFETY AREA  
4.9"W x 9.875"H



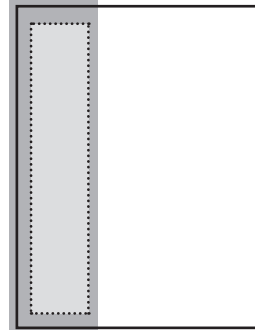
**2/3 PAGE – Non-bleed**  
4.9"W x 9.875"H



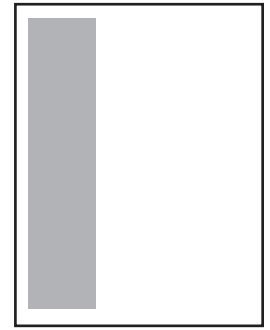
**HALF PAGE – Bleed**  
8.5"W x 5.5"H  
PLUS 1/8" bleed  
on bleed sides  
LIVE SAFETY AREA  
7.5"W x 4.875"H



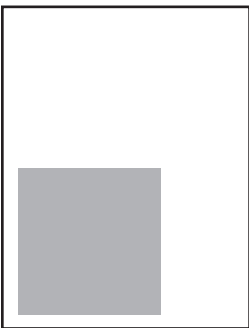
**HALF PAGE – Non-bleed**  
7.5"W x 4.875"H



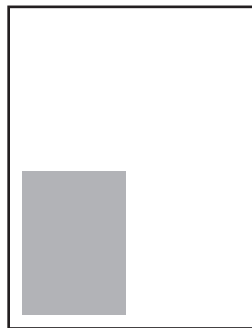
**1/3 PAGE – Bleed**  
VERTICAL  
2.83"W x 11"H  
PLUS 1/8" bleed  
on bleed sides  
LIVE SAFETY AREA  
2.33"W x 9.875"H



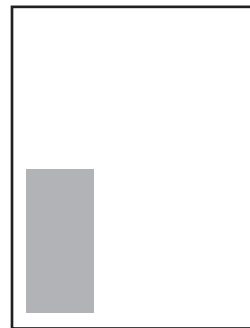
**1/3 PAGE – Non-bleed**  
VERTICAL  
2.33"W x 9.875"H



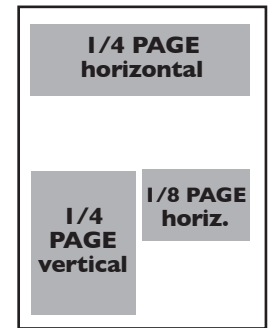
**1/3 PAGE – Non-bleed**  
square  
4.9"W x 4.875"H



**1/4 PAGE – Non-bleed**  
3.625"W x 4.875"H



**1/6 PAGE – Non-bleed**  
2.33"W x 4.875"H



**TRAVEL SECTIONS  
& TRADING POST**  
(see previous page  
for dimensions)

## FOR TECHNICAL INFORMATION & QUESTIONS

Please contact: [scott@morrisoncreative.com](mailto:scott@morrisoncreative.com)

Scott Morrison ~ Morrison Creative Co., Inc.  
307-527-4144 • [www.morrisoncreative.com](http://www.morrisoncreative.com)

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the journal of the mountain hunter and committed conservationist