



RATE CARD & MEDIA KIT





As the premier publication of the Wild Sheep Foundation, its core readership is made up of hunters, outdoorsmen, and your potential buyers. Each full-color issue of Wild Sheep™ magazine is loaded with stunning nature photography, compelling feature articles, updates on wildlife conservation efforts, and the latest Foundation news. It's one of the premier publications on big game hunting in North America as well as abroad. It also makes a great place to advertise your business.

By advertising, you'll have an incredible opportunity to reach a loyal reader base. With distinct editorial content and key reader demographics, Wild Sheep™ magazine is an advertising opportunity you can't afford to miss!

PRODUCTION SPECIFICATIONS

- TRIM SIZE: 8.5"W X 11"H
- SAFETY FROM TRIM: 1/2"
- BLEED: 1/8" on all sides
- BINDING: Perfect Bound
- LINE SCREEN: 150



MEMBER/READER INFORMATION

- Circulation: Over 6,000
- 69% of our members share their copy of Wild Sheep with 2 or more people.
- Most members are men aged 40–65 years.
- Majority of readers either own their own business or are employed at upper management and executive levels.
- 66% of WVSF members have a household income over \$100,000, with over 31% earning in excess of \$200,000.
- 98% hunt big game
- 82% hunt upland birds
- 64% archery hunt
- 67% shoot trap, skeet, and/or sporting clays
- 91% fish
- 80% of members live in the West
- Top 10 Membership states/provinces are: California, Texas, Wyoming, Nevada, Alberta, Montana, Colorado, Pennsylvania, Alaska, and British Columbia

FOR MORE INFORMATION (AD SALES)

Call the Wild Sheep Foundation at 406-404-8750 or 800-OK-FNAWS or send email to info@wildsheepfoundation.org



MATERIAL SPECIFICATIONS

- WildSheep™ magazine is printed direct-to-plate and requires digital files. No film will be accepted.
- **ACCEPTABLE FILE FORMATS:** PDF/X-1a, PDF, EPS. Line screen is 150. Ink density maximum is 300%. Be sure to embed all fonts.
- **RESOLUTION REQUIREMENTS:** All 4/C images must be supplied as high-resolution (300 dpi), CMYK files. Additional charges will be incurred to make corrections (time is charged at \$65.00/hour).
- **LIVE SAFETY AREA:** Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/8" from the edge of the non-bleed size of an ad or 1/2" from the edge of the trim size for an ad with bleed.
- **BLEED ALLOWANCE:** Add 1/8" on each side. This allowance is trimmed off in the binding process. Keep all type and images 1/2" inside the trim size.
- **FILE NAMING:** Advertiser name and issue date. Please include contact name, phone number, and email address.
- **FILE SUBMISSION:**
Send files to: Terry Ziehl, TZiehl@wildsheepfoundation.org
Send files on CD to: Wild Sheep Foundation, 1285 Sheridan Ave. Suite 260, Cody, WY 82414

PRODUCTION

The Wild Sheep Foundation staff and the staff of Morrison Creative Co. are available to assist you in creating your ad. Design and production art will be charged at \$65.00 an hour.

DISPLAY AD SIZES	Non-Bleed (trim size)	Bleed (trim size) (Plus bleed allowance)	Live Safety Area
Inside Front Cover	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Inside Back Cover	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Back Cover	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Full Page	7.5"W x 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
2/3 Page (vertical)	4.9"W x 9.875"H	5.4"W x 11"H	4.9"W x 9.875"H
1/2 Page (horizontal)	7.5"W x 4.875"H	8.5"W x 5.5"H	7.5"W x 4.875"H
1/3 Page (vertical)	2.33"W x 9.875"H	2.83"W x 11"H	2.33"W x 9.875"H
1/3 Page (square)	4.9"W x 4.875"H	—	4.9"W x 4.875"H
1/4 Page (vertical)	3.625"W x 4.875"H	—	3.625"W x 4.875"H
1/6 Page (vertical)	2.33"W x 4.875"H	—	2.33"W x 4.875"H