

### Display Ad Rates

4-COLOR	1x Rate	2x-3x Rate	4x Rate
Inside Front Cover	\$2,266.00	\$2,266.00	\$2,008.00
Inside Back Cover	\$2,493.00	\$2,493.00	\$2,008.00
Back Cover	\$2,630.00	\$2,574.00	\$2,343.00
Full Page	\$1,672.00	\$1,617.00	\$1,480.00
2/3 Page	\$1,249.00	\$1,227.00	\$1,111.00
1/2 Page	\$1,144.00	\$1,111.00	\$1,007.00
1/3 Page	\$787.00	\$765.00	\$704.00
1/4 Page	\$649.00	\$638.00	\$567.00
1/6 Page	\$567.00	\$545.00	\$495.00

### BLACK & WHITE

Full Page	\$1,210.00	\$1,177.00	\$1,067.00
2/3 Page	\$1,210.00	\$1,062.00	\$968.00
1/2 Page	\$820.00	\$809.00	\$737.00
1/3 Page	\$693.00	\$671.00	\$589.00
1/4 Page	\$545.00	\$534.00	\$484.00
1/6 Page	\$484.00	\$473.00	\$440.00

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

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

4-COLOR	SIZE	1x Rate	2x-3x Rate	4x Rate
1/4 Page - vertical	3.625"W x 4.75"H	\$567.00	\$556.00	\$523.00
1/4 Page - horizontal	7.5"W x 2.25"H	\$567.00	\$556.00	\$523.00
1/8 Page - horizontal	3.625"W x 2.25"H	\$429.00	\$407.00	\$369.00

### BLACK & WHITE

1/4 Page - vertical	3.625"W x 4.75"H	\$389.00	\$369.00	\$325.00
1/4 Page - horizontal	7.5"W x 2.25"H	\$389.00	\$369.00	\$325.00
1/8 Page - horizontal	3.625"W x 2.25"H	\$231.00	\$209.00	\$187.00

	Summer 2023	Fall 2023	Winter 2023/2024	Spring 2023
<b>Ad Closing Dates</b>	June 2	August 18	October 16	March 4
<b>Print-ready Art Due</b>	June 9	August 25	October 27	March 15

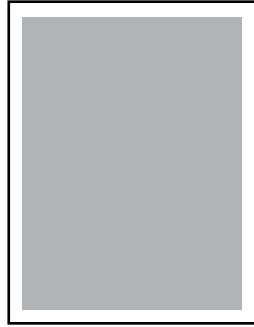
### FOR INFORMATION ABOUT AD SALES

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

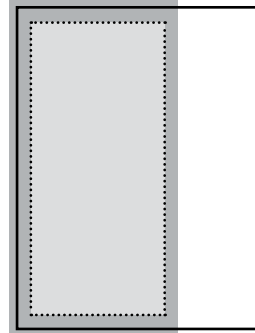
# AD SIZES



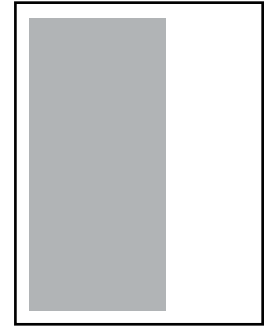
**FULL PAGE – Bleed**  
8.5"W x 11"H  
PLUS 1/8" bleed  
on all sides  
LIVE SAFETY AREA  
7.5"W x 9.875"H



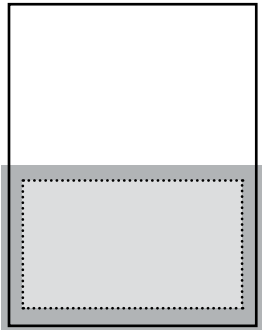
**FULL PAGE – Non-bleed**  
7.5"W x 9.875"H



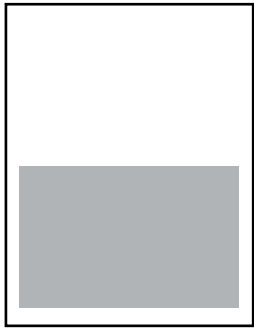
**2/3 PAGE – Bleed**  
5.4"W x 11"H  
PLUS 1/8" bleed  
on bleed sides  
LIVE SAFETY AREA  
4.9"W x 9.875"H



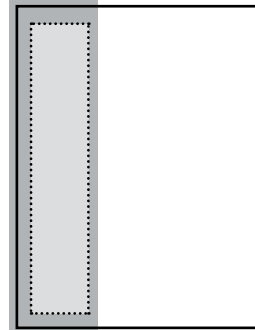
**2/3 PAGE – Non-bleed**  
4.9"W x 9.875"H



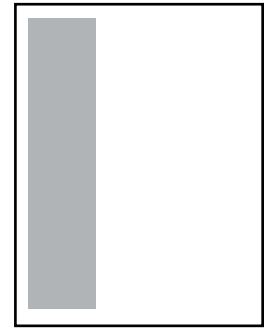
**HALF PAGE – Bleed**  
8.5"W x 5.5"H  
PLUS 1/8" bleed  
on bleed sides  
LIVE SAFETY AREA  
7.5"W x 4.875"H



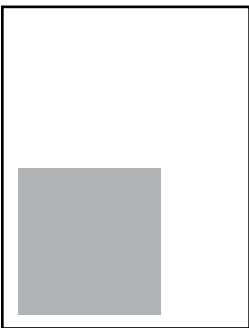
**HALF PAGE – Non-bleed**  
7.5"W x 4.875"H



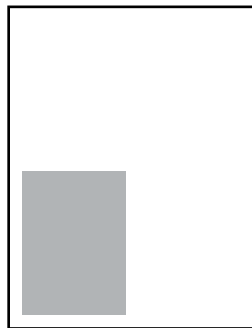
**1/3 PAGE – Bleed**  
VERTICAL  
2.83"W x 11"H  
PLUS 1/8" bleed  
on bleed sides  
LIVE SAFETY AREA  
2.33"W x 9.875"H



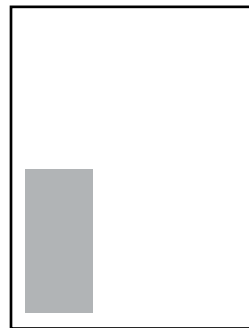
**1/3 PAGE – Non-bleed**  
VERTICAL  
2.33"W x 9.875"H



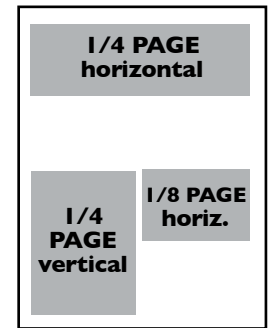
**1/3 PAGE – Non-bleed**  
square  
4.9"W x 4.875"H



**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.  
307-250-6240 • [www.morrisoncreative.com](http://www.morrisoncreative.com)

**WILD SHEEP**<sup>®</sup>  
the journal of the mountain hunter and committed conservationist