



WILD SHEEP®

the journal of the mountain hunter and committed conservationist

Official publication of the Wild Sheep Foundation®

2023-24

RATE CARD & MEDIA KIT





MEMBER/READER INFORMATION

- Circulation: Over 10,500
- 69% of our members share their copy of Wild Sheep with 2 or more people.
- Most members are men aged 35–65 years.
- Majority of readers either own their own business or are employed at upper management and executive levels.
- 66% of WSF 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
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

2023-24 RATE CARD

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
Ad Closing Dates	June 2	August 18	October 16	March 4
Print-ready Art Due	June 9	August 25	October 27	March 15

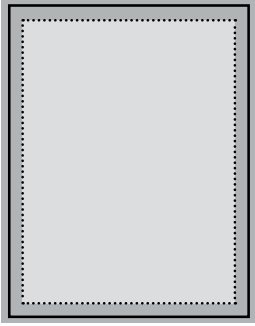
FOR INFORMATION ABOUT AD SALES

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

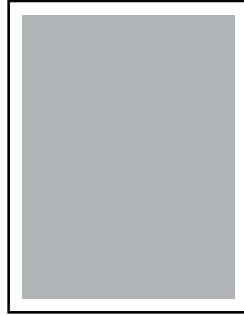
CATALOG RIDE ALONGS/INSERTS

- Available for domestic US mailing only 8,100 pieces
- Flat rate of \$5,500 per issue covers the advertising, postage overage, and fulfillment costs
- Materials need to be to our printers by the published ad materials deadlines

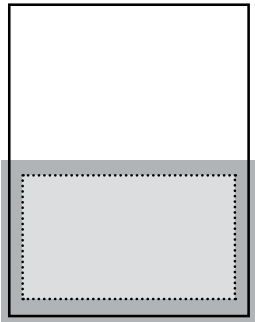
DISPLAY AD SIZES



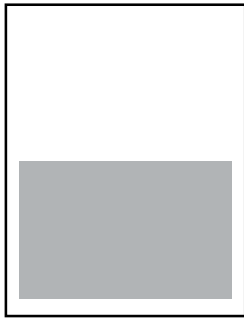
FULL PAGE – Bleed
 8.5"W x 11"H
 PLUS 1/8" bleed
 on all sides
 LIVE SAFETY AREA
 7.5"W x 9.875"H



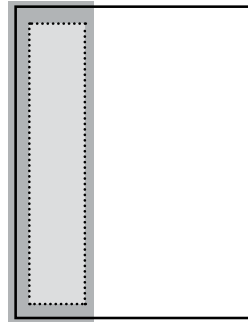
FULL PAGE – Non-bleed
 7.5"W x 9.875"H



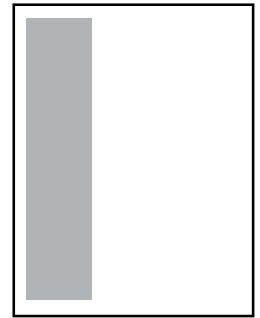
HALF PAGE – Bleed
 8.5"W x 5.5"H
 PLUS 1/8" bleed
 on bleed sides
 LIVE SAFETY AREA
 7.5"W x 4.875"H



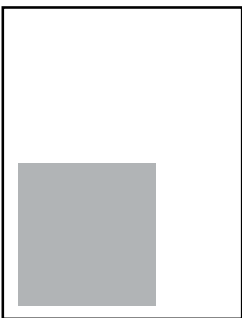
HALF PAGE – Non-bleed
 7.5"W x 4.875"H



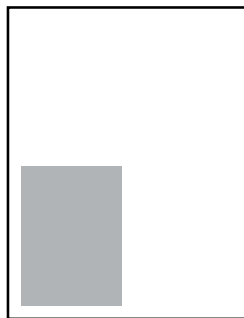
1/3 PAGE – Bleed
 VERTICAL
 2.83"W x 11"H
 PLUS 1/8" bleed
 on bleed sides
 LIVE SAFETY AREA
 2.33"W x 9.875"H



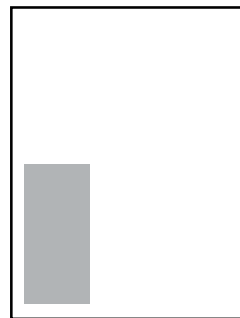
1/3 PAGE – Non-bleed
 VERTICAL
 2.33"W x 9.875"H



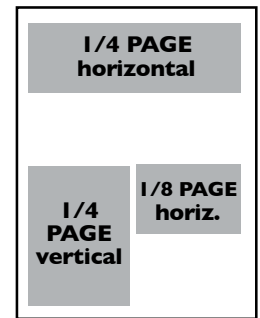
1/3 PAGE – Non-bleed
 square
 4.9"W x 4.875"H



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

Scott Morrison ~ Morrison Creative Co., Inc.
 307-250-6240 • www.morrisoncreative.com

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