

NEBRASKA

Hunt and Fish Guides

Promote your business or organization to hundreds of thousands of readers in Nebraska's hunting and fishing guide books... available in print and online!

Guide Book Overview

Published by the Nebraska Game and Parks Commission, the Hunt and Fish Guides are distributed to Nebraska resident and nonresident hunters and anglers. These guide books have a long shelf life, lasting prior to and during the entire season! An electronic version, including all advertisements, is posted at www.OutdoorNebraska.org.

Circulation (Printed Copies)

- Fish Guide (2-year) – 225,000
- Hunt Guide (1-year) – 105,000
- Big Game Guide (1-year) – 110,000
- Waterfowl Guide (1-year) – 90,000
- Turkey Guide (1-year) – 70,000

Distribution Locations

- Game and parks offices
- State parks and recreation areas
- Hunting and fishing permit agents
- Sport shows
- Hunting and fishing stores

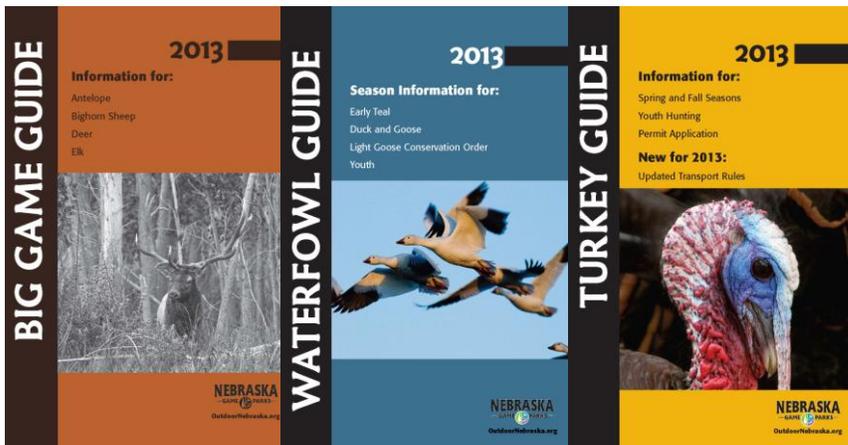
Demographics

Income: \$50-\$110 K

Median Age: 45-69

Education: College degree

Male: 78% / Female: 22%



Advertising Sales Manager

Shane G. Gilster

Phone: 402-742-0125

Fax: 402-742-0028

Email: shanegilster@gmail.com



ADVERTISING RATES

Page Size	1x	2x	3-4x	5x
IFC, IBC, BC	\$1,500	\$1,475	\$1,450	\$1,400
Full	\$900	\$875	\$850	\$800
Two-Thirds	\$650	\$625	\$600	\$550
Half Page	\$500	\$475	\$450	\$400
One-Third	\$300	\$275	\$250	\$200

AD DIMENSIONS

Cover	Bleed: 5.75" x 8.75"
Full Page	5" x 8"
Two-Thirds (Hor.)	5" x 5.33"
Half Page (Hor.)	5" x 4"
One-Third (Hor.)	5" x 2.66"

SCHEDULE / DEADLINES

Issue	Reservation	Distributed
Big Game Guide	February 15 th	May
Hunt Guide	June 15 th	August
Waterfowl Guide	June 15 th	August
Fishing Guide	September 15 th	December
Turkey Guide	September 15 th	December

Ad creative is due 15 days after the reservation date

AD SENDING OPTIONS

Email your ad as a high resolution PDF to: shanegilster@gmail.com

ARTWORK PRODUCTION

Design services are available. To inquire about rates, contact Shane G. Gilster.

QUESTIONS

Please contact Shane G. Gilster at shanegilster@gmail.com or call 402-742-0125.