

NEBRASKA Guide Books



Check out the digital versions on the Nebraska Game and Parks website:

OutdoorNebraska.org

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!

Circulation (Printed Copies)

- Fish Guide (1-year) – 225,000
- Big Game Guide (1-year) – 110,000
- Hunt Guide (1-year) – 105,000
- 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
Education: College degree

Median Age: 45-69
Male: 78% / Female: 22%



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	\$225

Ad Dimensions

Cover	5.75" x 8.75" (Bleed)
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"

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

Publishing Schedule / Deadlines

Issue	Reservation	Distributed
Big Game Guide	February 1 st	May
Hunt Guide	June 1 st	August
Waterfowl Guide	June 1 st	August
Fishing Guide	September 1 st	December
Turkey Guide	September 1 st	December

Ad creative is due 14 days after the reservation

Bonus Digital Version

Your ad will also be viewed for free and linked to your website in our digital version!

Advertising Sales Manager

Shane G. Gilster
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NGPC WEEKLY

Overview

- NGPC Weekly is a weekly e-newsletter
- Delivered to over 95,000 targeted email addresses
- An email open rate of 21%

Subscribers

- Hunting, fishing, and park permit holders

Advertising Rates

300 x 250 Story Ad Banner - \$200 per week

640 x 100 Bottom Ad Banner - \$200 per week

Banners must be delivered in high resolution gif or jpg file format

Advertiser must provide URL for site to link to banner

Advertiser must provide file and link information five (5) days prior to start of campaign

NebraskaLandMagazine.com

Unique Monthly Users: 35 K
Monthly Page Views: 108 K

Based on Google Analytics

Banner A - 468 x 60 (\$300 per month)
Placed in stories

Banner B - 300 x 250 (\$275 per month)
Placed top right column of every page

Banner C - 728 x 90 (\$250 per month)
Placed at bottom of every page

Banner D - 300 x 100 (\$200 per month)
Middle right column of every page

Banners must be delivered in high resolution gif or jpg file format

Advertiser must provide URL for site to link to banner

Advertiser must provide file and link information five (5) days prior to start of campaign