

NEBRASKA Game Guides Media Kit



Digital versions of all the guides can be seen on the Nebraska Game and Parks website: www.outdoornebraska.gov

Advertising Rates (per guide)

Page Size	1 Guide	2 Guides	3-4 Guides	5 Guides
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"

Publishing Schedule / Deadlines

Issue	Reservation	Distributed
Big Game Guide	January 15 th	May
Waterfowl Guide	February 15 th	May
Small Game Guide	May 15 th	July
Turkey Guide	August 15 th	December
Fishing Guide	August 15 th	January

Ad creative is due 15 days after the reservation

Note: The Nebraska Game and Parks Commission reserves the right to refuse any paid ad for any reason.

Advertising Sales Manager
Shane G. Gilster
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Game Guides Overview

Published by the Nebraska Game and Parks Commission, the Game 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)

- Fishing Guide – 225,000
- Big Game Guide – 110,000
- Hunting Guide – 105,000
- Waterfowl Guide – 90,000
- Turkey Guide – 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: 65% / Female: 35%