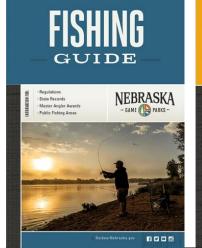
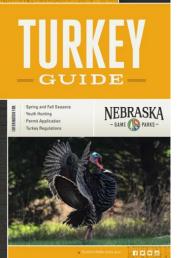
NEBRASKA Media Kit 2024









Advertising revenue generated in the game guides helps fund the conservation of Nebraska's fish, wildlife, and wild places

Advertising Rates (Per Guide) All Rates NET					
Page Size	<u>1 Guide</u>	<u>2 Guides</u>	<u>3 Guides</u>	4 Guides	
IFC, IBC, BC	\$1,750	\$1,725	\$1,700	\$1,675	
Full	\$1,200	\$1,175	\$1,150	\$1,125	
Half Page	\$700	\$675	\$650	\$625	
One-Third	\$500	\$475	\$450	\$425	

Ad space is limited for each guide

Ad Dimensions Cover 5.75" x 8.75" (Bleed) **Full Page** 5" x 8" Half Page (Hor.) 5" x 4" **One-Third (Hor.)** 5" x 2.66"

Publishing Schedule				
<u>Issue</u>	Reservation	Artwork Due		
Big Game	February 1	February 15		
Small Game Waterfowl	May 1	May 15		
Turkey	September 1	September 15		
Fishing	October 1	October 15		
The Nebraska Game and Parks Commission reserves the right to refuse any paid ad for any reason.				

Advertising Sales Manager Shane G. Gilster / Solo Tree Media 402-742-0125 • shanegilster@solotreemedia.com

Circulation / Distribution

Print Issues

2024

- GAME PARKS-

GUIDE

- Fishing Guide 75,000
- Big Game Guide 60,000
- Small Game Waterfowl Guide – 60.000
- Turkey Guide 35,000

Distribution Locations (statewide)

- Game and parks offices
- State parks and recreation areas
- Hunting and fishing permit sale locations
- > Outdoor shows and expos
- Visitor Centers

Digital Issues outdoornebraska.gov/guides

- Fishing Guide Page Views - 733,630
- Big Game Guide Page Views - 778,124
- Small Game / Waterfowl Guide Page Views - 589,817
- Turkey Guide Page Views - 206,711