

MEDIA SOLUTIONS

Online Advertising*	
Masthead Sponsorship: 20-million impressions annually	\$ 18,500
Migration & Hunting Reports Map Sponsorships 15-million impressions annually	\$ 10,750
180 x 180 non-rotating ad, 10-million impressions annually.	\$ 3,800
6-month rotating 180 x 180 Carousel Ad, (500,000 impressions)	\$ 675
12-month rotating 180 x 180 Carousel Ad, (1,000,000 impressions)	\$ 1,200
Hunting Report page (per state) 468x60	\$ 350
* Online Ads must be pre-paid. VISA/MC, AMEX and Discover accepted.	
Email & US Postal Lists	
Email Blast (65,000 deliverable opt ins)	\$ 3,500
Postal Mail List (52,951 valid addresses)	\$ 100/m
See data card at: Chilcutt Direct Marketing - cdmlists.com	
Reader DemoGraphics	Audience & Reach
	Over 115,000 unique, online readers (registered)
	Over 52,000 valid mailing addresses (Chilcutt Marketing)
	Over 500,000 online visits per month during peak hunting months
Over 35 million page views per year	
Reader DemoGraphics	Primary Demographics
	Male, age 25-55, own a computer, w/ median household income \$72,000
	67% have at least two-years of college or more
	58% hunt waterfowl more than 30 days per year
	47% hunt in more than two states each season
	71% own a hunting dog

Mechanical Requirements

BANNER ADS: Must be submitted in JPG, GIF, or PNG formats, 72dpi, in pixel sizes.
 ROATATING BANNERS & PLATE ADS = 180 x 180 pixels

Conditions: Advanced payment is required for all online advertising, and is non cancelable after activation. Pre-payment is required for all first-time advertisers. Standard terms for Sponsors in good standing: Terms 50% deposit at time of contract close/activation, balance net 30 from date of invoice. Payment is late after 31 days. Finance charge on past due payment is 18% annually (1.5% per month). Ad position is at the discretion of the editor. No cancellations will be accepted. 15% discount to recognized agencies. Publisher reserves the right to reject any advertising or to request alteration in content prior to activation. Advertisers and agencies assume liability for all advertising content, expressed or implied, including copyrighted material and model release.

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