



**TARGET
MORE
CUSTOMERS**

with
**PENNSYLVANIA
Turkey**

TALK

An easy way to reach thousands of wild turkey and outdoor enthusiasts.



- Format:** full color booklet
- Distribution & Reach:** 10,000 +
- mailed to all members of the PA National Wild Turkey Federation
 - distributed throughout Pennsylvania targeting non members
 - Exposure to members and non members on www.panwtf.org

| Product | Copy/Reservation Deadline | Publishes |
|--------------|---------------------------|-----------------|
| Spring Issue | March 10, 2011 | April 30, 2011 |
| Summer Issue | May 18, 2011 | July 7, 2011 |
| Fall Issue | August 17, 2011 | October 6, 2011 |
| Winter Issue | November 15, 2011 | January 7, 2012 |

For more information or to advertise contact:

?????

RATES

Unit Sizes:

***Rate Per Issue:**

| | |
|---|---------|
| full page..... | \$1,500 |
| 1/2 page..... | \$800 |
| 1/4 page..... | \$500 |
| 1/8 page..... | \$250 |
| inside front cover..... | \$1,900 |
| inside back cover..... | \$1,900 |
| back cover..... | \$2,500 |
| 1/8 block - Guide to the Outdoors/Group Page..... | \$150 |

***4x consecutive commitment will receive 15% discount.**

AD SIZES

| | |
|---|------------------|
| full page..... | 7.5" x 10" |
| 1/2 page..... | 7.5" x 4.75" |
| 1/4 page..... | 7.5" x 2.375" |
| 1/8 page..... | 3.75" x 2.375" |
| inside front/back cover..... | 8.625" x 11.125" |
| <i>(image area 7.625" x 9.875" with 1/2 inch bleed)</i> | |
| back cover..... | 8.625" x 8" |
| <i>(image area 7.625" x 7.5" with 1/2 inch bleed)</i> | |
| 1/8 block Group Page..... | 3.5" x 2.25" |

Acceptable camera ready ad formats PDF, EPS or JPG at 200 dpi or higher.



Want more information about the NWTF in Pennsylvania?

Log on to:

www.panwtf.org

Contract Agreement

Business Name: _____

Client Name: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____

Please check issues you are advertising in.

- Spring Issue (4/30/11)
- Summer (7/07/11)
- Fall (10/06/11)
- Winter Issue (1/07/12)

The Pennsylvania State Chapter of the National Wild Turkey Federation and Tribune Direct has the right to reject or cancel any informal and misleading advertising. The Pennsylvania State Chapter of the National Wild Turkey Federation and Tribune Direct is not responsible for any incorrect or missing information in the ads. The terms and conditions appearing on this contract are incorporated herein and made part of this contract agreement. Non-fulfillment of 4x commitment will result in charge back to 1x rate.