

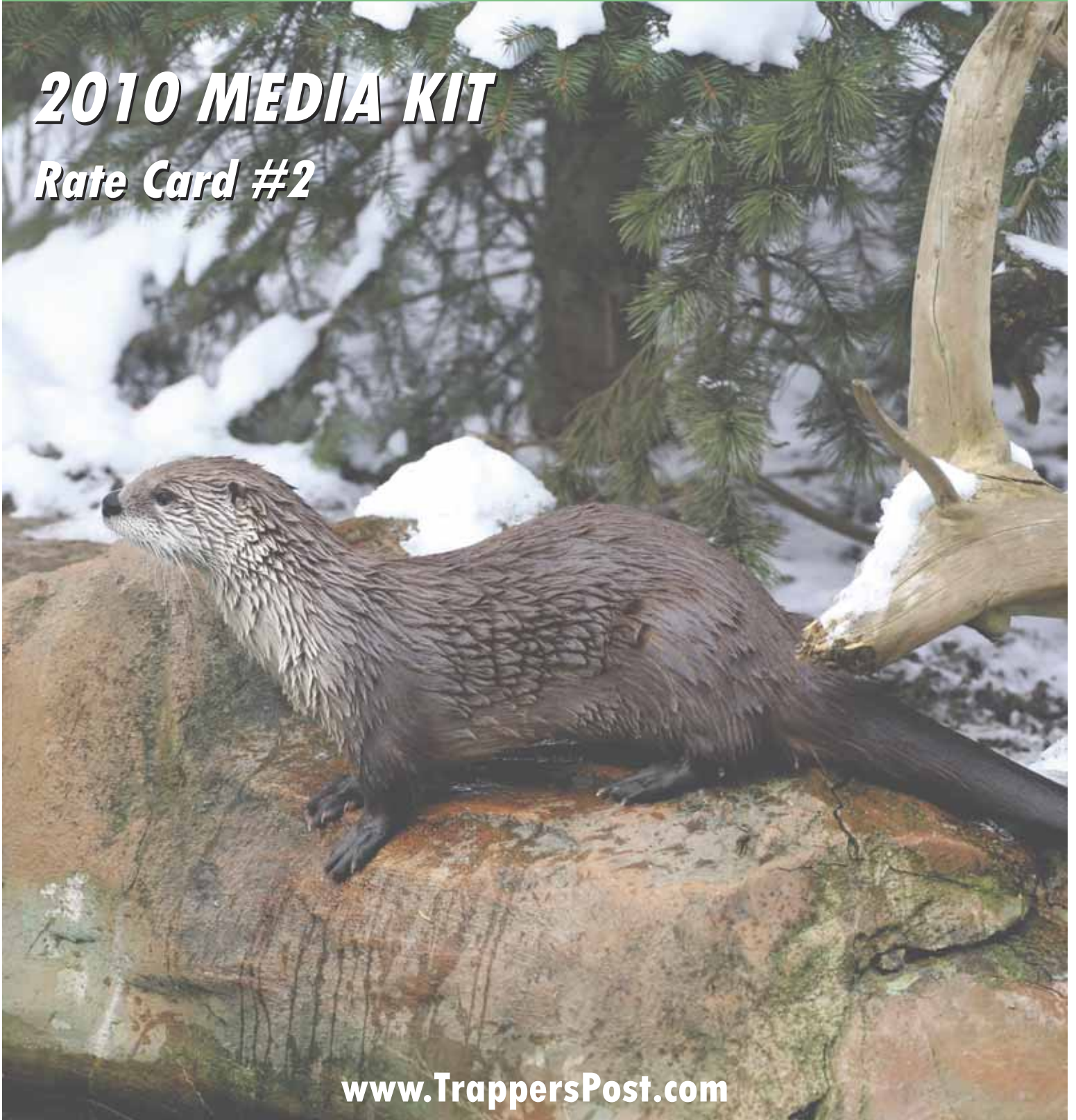


TRAPPER'S POST

The Pulse of North America's Trapping Industry

2010 MEDIA KIT

Rate Card #2



www.TrappersPost.com



TRAPPER'S POST

The Pulse of North America's Trapping Industry

ADVERTISING RATES

Standard Black & White Ads

FREQUENCY	1x	3-5x	6x
*Spread	\$656	\$623	\$590
Full page	\$400	\$380	\$356
Jr. page	\$340	\$323	\$306
1/2 page	\$240	\$228	\$216
1/3 page	\$160	\$152	\$144
1/4 page	\$122	\$116	\$110
1/8 page	\$60	\$57	\$54
3 column inches	\$41	\$39	\$37
2 column inches	\$28	\$26	\$24
1 column inch	\$15	\$14	\$13

(1 column - 2 1/4 inches wide)

Inside Covers

FREQUENCY	1x	3-5x	6x
Inside Front	\$425	\$403	\$382
Inside Back	\$425	\$403	\$382

Full Color, Full Page Ads

FREQUENCY	1x	3-5x	6x
Back Cover	\$480	\$456	\$432
Center Spread	\$816	\$783	\$750
One Center Page	\$480	\$456	\$432
Special Order	\$650	\$614	\$585

5% discount if full year (6 issues) paid up front.

Note: Frequency discounts based on consecutive issues.

AD DEADLINES 2010

Issue	Ad Deadline	Mailing Date
January/February	November 16 th	December 14 th 2009
March/April	January 25 th	February 12 th 2010
May/June	March 29 nd	April 16 th 2010
July/August	May 24 th	June 11 th 2010
September/October	July 19 th	August 13 th 2010
November/December	September 24 th	October 15 th 2010

WE CUSTOM DESIGN ADS

Send us your wording and images and we'll professionally design an ad to suit your needs. Text files may be provided in Microsoft Word or Excel for ad creation. Image files may be provided in Tiff, Eps, or JPEG. If needed, we also have stock artwork to dress up your ad.

AD DIMENSIONS

Size	W x H
Full page	9 3/4 x 11
Jr. page	7 1/4 x 11
1/2 H	9 3/4 x 5 1/2
1/2 V	4 3/4 x 11
1/3 H	7 1/4 x 5 1/2
1/3 V	4 3/4 x 7 1/4
1/4 H	4 3/4 x 5 1/2
1/4 V	2 1/4 x 11
1/8 H	4 3/4 x 2 3/4
1/8 V	2 1/4 x 5 1/2
3 column inches	2 1/4 x 3
2 column inches	2 1/4 x 2
1 column inch	2 1/4 x 1

MECHANICAL INFORMATION:

- A.** Printed roll-fed offset.
- B.** 100 line screen; minimum of 200 dpi resolution and 260 maximum total ink density.
- C.** Electronic file format preferred, with supplied proof for content approval. The following are acceptable applications and formats for electronic files. Color and black and white (B&W) ads, PC platforms only. Adobe Acrobat PDF files with proper settings preferred: Adobe InDesign CS2, Adobe Illustrator CS2, Adobe Photoshop CS2, Quark X-press 7.0. We also accept Postscript, Tiff and Eps file formats with fonts and images embedded. NOTE: If native application files are submitted, all support files (fonts, images, etc) need to be sent for final output. Please contact Heather Poirier at 207-660-2309 for current version information, and any other questions regarding file formats and proper file settings.
- D.** Back cover ads need to be designed with a bleed size of 11.5 x 13.25 inches, and an inner image area of 9.75 x 11 inches. Standard full page ads need to be designed with an image area of 9.75 x 11 inches.
- E.** Full color ads need to be with CMYK color formatting. Please test color separations before sending files, to insure proper plate separation. Please note that black should be defined as 100 percent, and not made up of all four colors. For best results, small text should not be designed in any other color than black.



TRAPPER'S POST

Advertising Contract/Order Form

Ad Sales: (207) 660-2309 🐾 Fax: (207) 660-6242

E-mail: info@trapperspost.com

P.O. Box 763 🐾 Waterville, ME 04903-0763

www.TrappersPost.com

The Pulse of North America's Trapping Industry

Business: _____ Phone: _____

Contact Person: _____ Phone: _____

Billing Address: _____ City: _____ Zip: _____

State: _____ Other _____

Date: _____ Issue(s): Jan.-Feb. Mar.-Apr. May-Jun. Jul.-Aug. Sep.-Oct. Nov.-Dec. Sales Person: _____

Camera Ready Layout Design Needed (Add 15% or min. \$36.00)

Standard Ads			
FREQUENCY	1x	3-5x	6x
*Spread	<input type="checkbox"/> \$656	<input type="checkbox"/> \$623	<input type="checkbox"/> \$590
Full page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$380	<input type="checkbox"/> \$356
Jr. page	<input type="checkbox"/> \$340	<input type="checkbox"/> \$323	<input type="checkbox"/> \$306
1/2 page	<input type="checkbox"/> \$240	<input type="checkbox"/> \$228	<input type="checkbox"/> \$216
1/3 page	<input type="checkbox"/> \$160	<input type="checkbox"/> \$152	<input type="checkbox"/> \$144
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Inside Covers			
FREQUENCY	1x	3-5x	6x
Inside Front	<input type="checkbox"/> \$425	<input type="checkbox"/> \$403	<input type="checkbox"/> \$382
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Center Spread	<input type="checkbox"/> \$816	<input type="checkbox"/> \$783	<input type="checkbox"/> \$750
One Center Page	<input type="checkbox"/> \$480	<input type="checkbox"/> \$456	<input type="checkbox"/> \$432
Special Order	<input type="checkbox"/> \$650	<input type="checkbox"/> \$614	<input type="checkbox"/> \$585

*Spread ad - 2 full adjacent pages
(1 column - 2 1/4 inches wide)

5% discount if full year (6 issues) paid up front.

Add Website Link Website Address: www. _____

E-Mail Proof E-mail: _____

Special Instructions: _____

# OF ISSUES	PRICE PER ISSUE	DISCOUNT	TOTAL DUE	<input type="checkbox"/> Payment enclosed Bill Me: <input type="checkbox"/> In Full <input type="checkbox"/> Monthly <input type="checkbox"/> Charge my Credit Card
				Contract Signature _____

Terms: Net 30 days. To pay by credit card, complete form below or call (207) 660-2309.

Please make checks payable to Trapper's Post. Return completed Advertising Contract to P.O. Box 763, Waterville, ME 04903.

Payment Type: Check **Credit Card:** VISA Master Card Discover American Express

Card Number

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Security Code

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Expiration Date

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Name: _____

PLEASE PRINT AS SHOWN ON CREDIT CARD