

DISPLAY ADVERTISING

Black & White	1x	3-5x	6x
Spread*	\$1,120	\$1,060	\$1,010
Full page	\$700	\$665	\$630
Jr. page	\$590	\$560	\$530
1/2 page	\$420	\$400	\$380
1/3 page	\$295	\$280	\$265
1/4 page	\$225	\$215	\$200
1/8 page	\$125	\$120	\$115
Full Color	1x	3-5x	6x
Spread*	\$1,340	\$1,270	\$1,200
Full page	\$840	\$800	\$755
Jr. page	\$705	\$670	\$635
1/2 page	\$505	\$480	\$455
1/3 page	\$350	\$330	\$315
1/4 page	\$270	\$255	\$245
1/8 page	\$150	\$140	\$135
Covers*	1x	3-5x	6x
Inside (B&W)	\$770	\$730	\$695
Inside (Color)	\$925	\$880	\$835
Back Cover (Color)	\$940	\$890	\$845

*Call for availability

TAILGATERS MARKETPLACE (B&W ONLY)

Display	1x	3-5x	6x
3 column inches	\$80	\$75	\$70
2 column inches	\$55	\$52	\$49
1 column inch	\$38	\$36	\$34

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

Note: Frequency discounts based on consecutive issues.

WEBSITE BANNER ADS

Banner ads are available on our website. They should be vertical, and should be the following size: 154 pixels wide by 452 pixels tall.

Price is negotiable, depending on page, and we'd be glad to talk about swapping for our banner ad on your site.

Traci Grant • (207) 660-2309 • adsales@trapperspost.com

2016-17 AD DEADLINES

Cover Date	FREE Design/ Change Deadline	Final Ad Deadline	Issue Mailing Date
Nov/Dec 2016	Sept. 1	Sept. 16	Oct. 10
Jan/Feb 2017	Nov. 1	Nov. 18 (2016)	Dec. 12 (2016)
Mar/Apr 2017	Jan. 1	Jan. 20	Feb. 13
May/June 2017	March 1	Mar. 17	April 10
Jul/Aug 2017	May 1	May 19	June 12
Sep/Oct 2017	July 1	July 21	Aug. 14
Nov/Dec 2017	Sept. 1	Sept. 15	Oct. 9
Jan/Feb 2018	Nov. 1	Nov. 17 (2017)	Dec. 11 (2017)

AD SUBMISSION INSTRUCTIONS

Acceptable Applications for Electronic Files

Adobe Acrobat PDF files with proper settings preferred. We accept the following formats: InDesign CC, Illustrator CC, Photoshop CC and earlier. Please embed fonts and images. *We do not accept ads laid out in Word or Publisher.*

Please Note: Color ads must be submitted as CMYK. Please test color separations before sending files, to ensure 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.*

Acceptable Image Formats

Jpg, Tiff and Eps
 Minimum 200 dpi resolution for photos
 Minimum 600 dpi resolution for line art

Ad and File Submission

E-mail your ad to adsales@trapperspost.com

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. Image files may be provided in TIF, EPS, JPG, or PDF. **Ad design and changes are FREE – if necessary materials are received by the first day of the month of the final ad deadline.** (See schedule above.) Design work and changes received after that date will cost \$40 per hour.

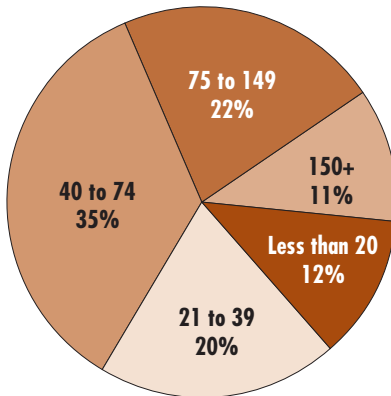
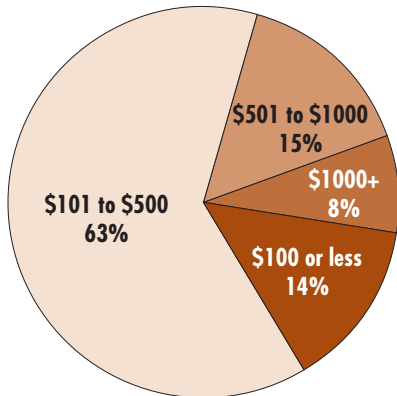
2015 Trapper's Post Readership Survey

During November/December 2015 we conducted an online readership survey, and got 1,115 responses. They showed that our readers are serious, dedicated trappers who are also active in a wide variety of other outdoor activities.

80% spent money with our advertisers.
59% saved past issues; 32% passed them on to others.

SPENT ANNUALLY ON SUPPLIES/EQUIPMENT

\$100 or less	14%
\$101-\$500	63%
\$501-\$1,000	15%
\$1,000 or more	8%

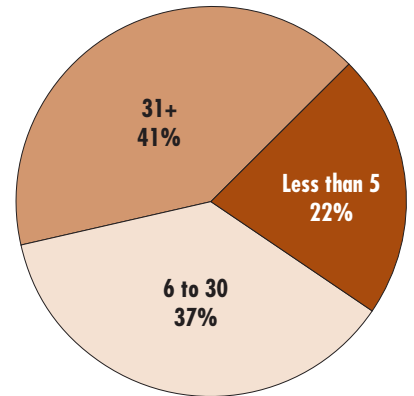


DAYS TRAPPED ANNUALLY

20 or less	12%
21-39	20%
40-74	35%
75-149	22%
150 or more	11%

YEARS TRAPPING

5 or less	22%
6-30	37%
31 or more	41%



FURBEARERS TRAPPED

Raccoon	89%
Coyote	88%
Red Fox	79%
Muskrat	77%
Beaver	73%
Mink	71%
Bobcat	56%
Gray Fox	52%
Otter	49%
Fisher	23%
Marten	11%
Wolf	5%
Lynx	2%

GAME SPECIES HUNTED

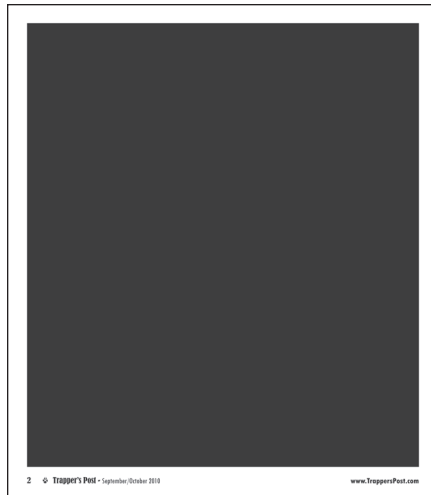
White-tail Deer	86%
Turkey	60%
Squirrel	56%
Upland Birds	53%
Rabbit	52%
Wild Canines	51%
Waterfowl	39%
Bear	30%
Crows	21%
Bobcat	18%
Elk	16%
Mule Deer	15%
Antelope	11%

OTHER OUTDOOR ACTIVITIES

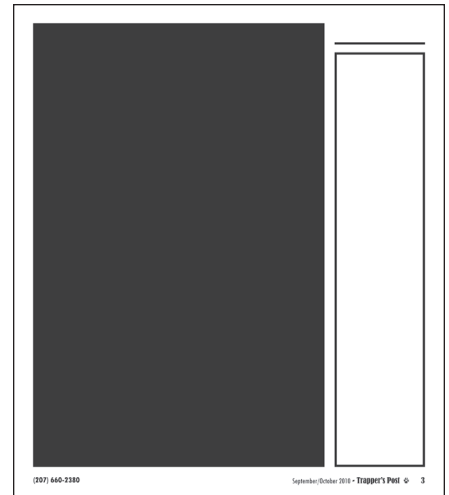
Fishing	91%
Rifle Hunting	77%
Shotgun Hunting	74%
Muzzleloader Hunting	57%
Camping	54%
Predator Calling	50%
Bowhunting	49%
4-Wheeling	42%
Reloading	34%
Hiking	32%
Hunting with Dogs	27%
Kayaking	15%
Snowmobiling	14%

AD DIMENSIONS

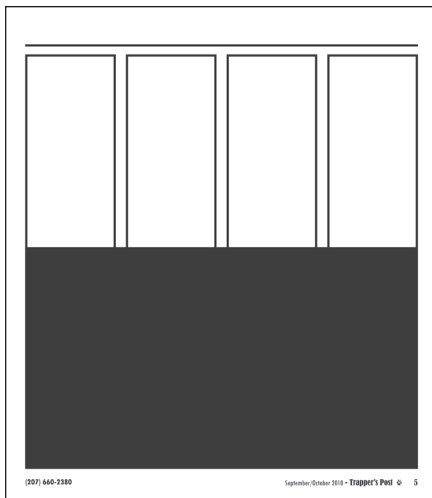
Display Advertising	
Size (in inches)	W x H
Full page	9 ¾ x 11
Jr. page	7 ¼ x 11
1/2 H	9 ¾ x 5 ½
1/2 V	4 ¾ x 11
1/3 H	7 ¼ x 5 ½
1/3 V	4 ¾ x 7 ¼
1/4 H	4 ¾ x 5 ½
1/4 V	2 ¼ x 11
1/8 H	4 ¾ x 2 ¾
1/8 V	2 ¼ x 5 ½



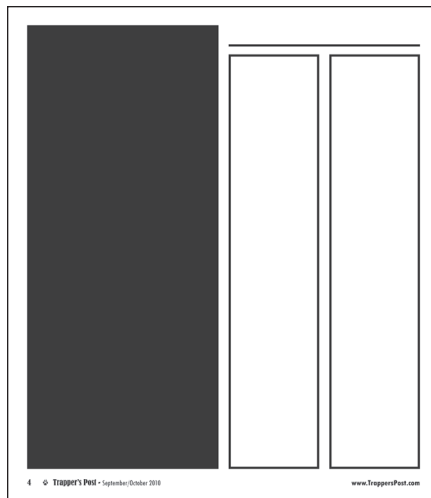
Full Page
9.75 x 11



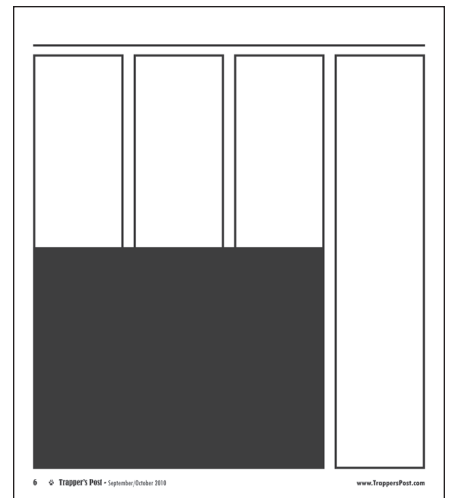
Jr. Page
7.25 x 11



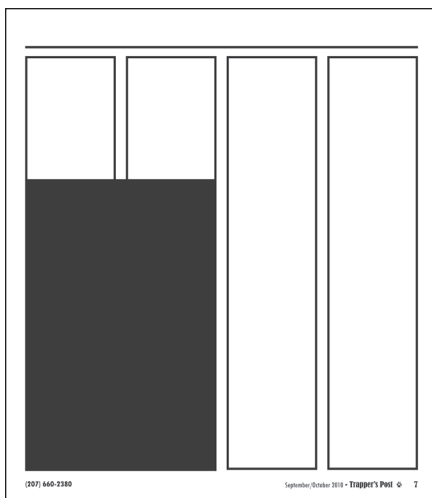
Horizontal 1/2 Page
9.75 x 5.5



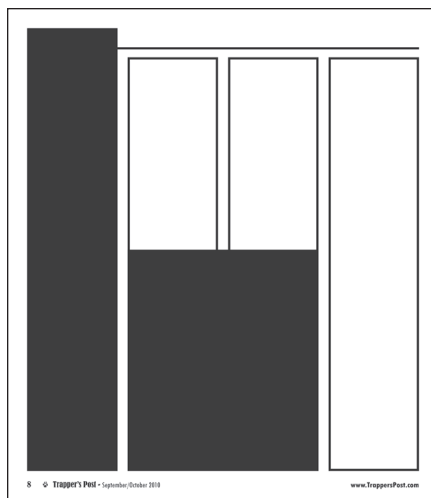
Vertical 1/2 Page
4.75 x 11



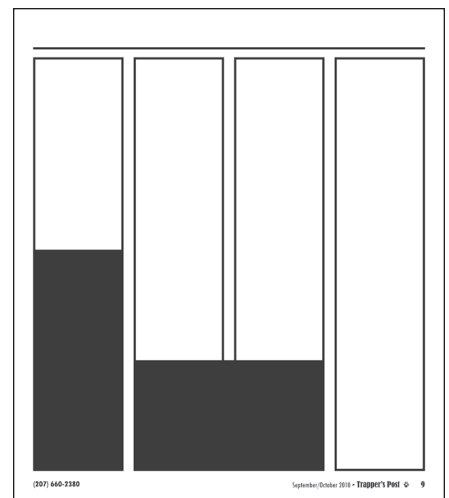
Horizontal 1/3 Page
7.25 x 5.5



Vertical 1/3 Page
4.75 x 7.25



Vert. 1/4 Page Hor. 1/4 Page
2.25 x 11 4.75 x 5.5



Vert. 1/8 Page Hor. 1/8 Page
2.25 x 5.5 4.75 x 2.75