Trapper's Post

The Pulse of North America's Trapping Industry

Ad Sales: Sarah Martin
(207) 660-2309 • adsales@trapperspost.com
P.O. Box 128, Scandinavia WI 54977
www.TrappersPost.com

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.

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2027 AD DEADLINES

Cover Date	FREE Design/ Change Deadline	Final Ad Deadline	Issue Mailing Date
Nov/Dec 2026	Sept. 1	Sept. 18	Oct. 16
Jan/Feb 2027	Nov. 1	Nov. 20 (2026)	Dec. 18 (2026)
Mar/Apr 2027	Jan. 1	Jan. 15	Feb. 12
May/Jun 2027	March 1	Mar. 19	April 16
Jul/Aug 2027	May 1	May 21	June 18
Sep/Oct 2027	July 1	July 23	Aug. 20
Nov/Dec 2027	Sept. 1	Sept. 24	Oct. 15
Jan/Feb 2028	Nov. 1	Nov. 19 (2027)	Dec. 17 (2027)

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, TIF 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**

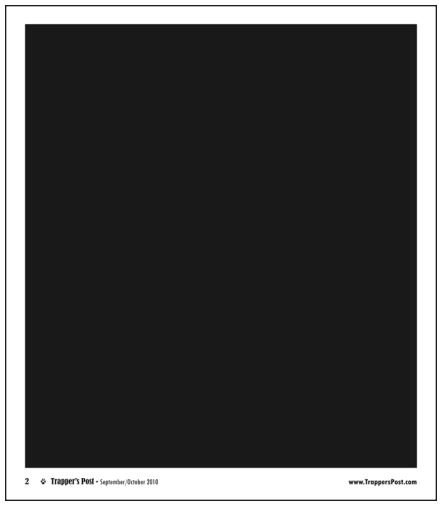
WE CUSTOM DESIGN ADS

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 $50 per hour.

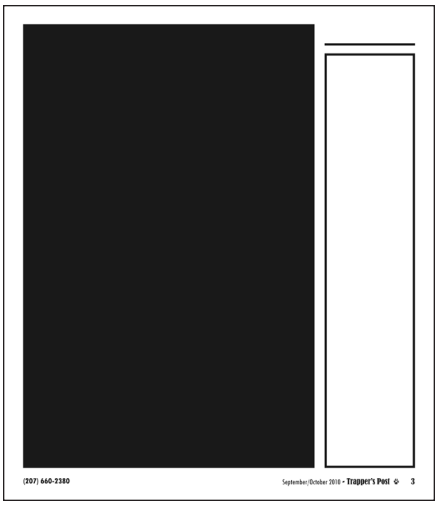
AD DIMENSIONS

Display Advertising

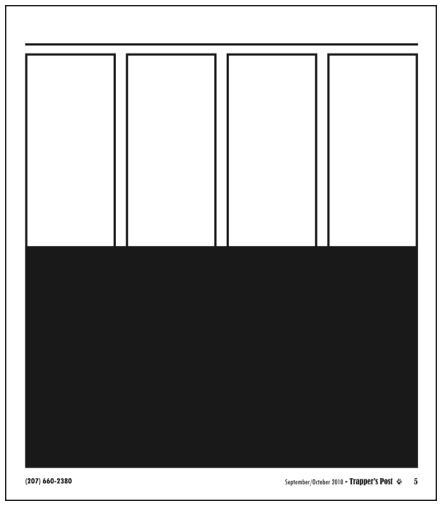
Size (in inches)	**W x H**
Full page	9 ¾ x 11
Jr. page	7 ¼ x 11
1/2 H	9 ¾ x 5 ½
1/2 V	4 ¾ x 11
1/3 H	7 ¼ x 5 ½
1/3 V	4 ¾ x 7 ¼
1/4 H	4 ¾ x 5 ½
1/4 V	2 ¼ x 11
1/8 H	4 ¾ x 2 ¾
1/8 V	2 ¼ x 5 ½



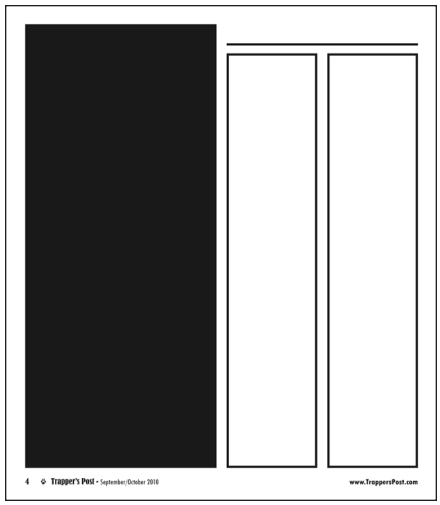
Full Page
9.75 x 11



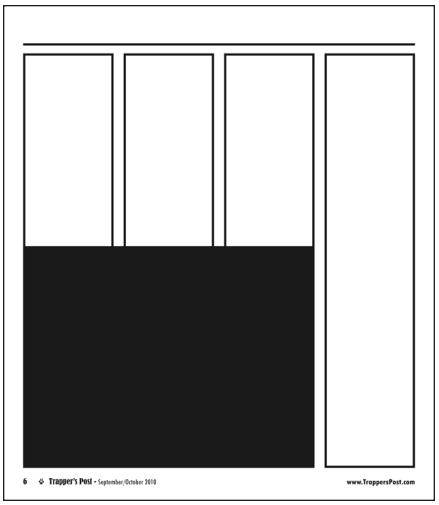
Jr. Page
7.25 x 11



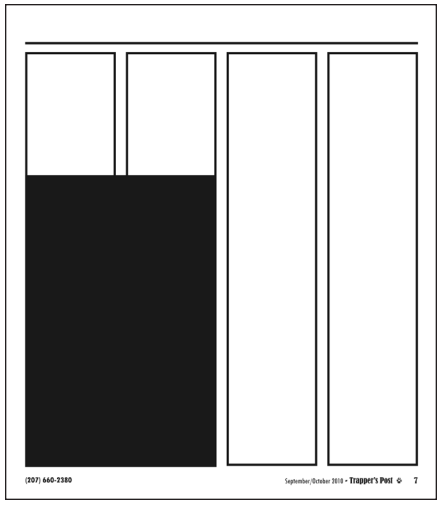
Horizontal 1/2 Page
9.75 x 5.5



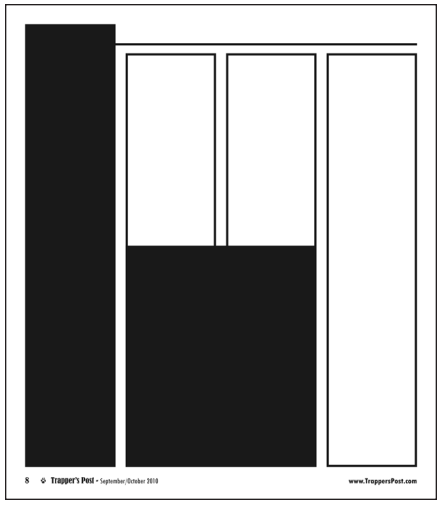
Vertical 1/2 Page
4.75 x 11



Horizontal 1/3 Page
7.25 x 5.5

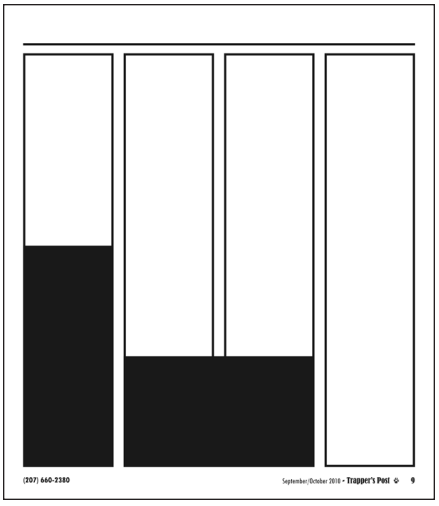


Vertical 1/3 Page
4.75 x 7.25



Vert. 1/4 Page
2.25 x 11

Hor. 1/4 Page
4.75 x 5.5



Vert. 1/8 Page
2.25 x 5.5

Hor. 1/8 Page
4.75 x 2.75

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