



## Advertising Rates • Effective January 1, 2025

# THE Bowhunter

Listed below are the latest advertising rates for "THE Bowhunter."  
We appreciate your continued support of WBH and our advertising program.

*Publisher*  
Wisconsin Bowhunters Association

*Production Coordinator & Advertising Sales*  
Julie Rettler

<b>Non-Profit Club Rates</b>			
<i>Clubs must use these sizes!</i>			
<u>Ad Size</u>	<u>w x h</u>	<u>Black &amp; White</u>	<u>4 Color</u>
Full Page	7 1/4" x 9 3/4"	\$265	\$371
2/3 Page	7 1/4" x 6 1/2"	210	294
1/2 Page	7 1/4" x 4 3/4"	180	252
1/3 Page	7 1/4" x 3 1/4"	150	210
1/3 Page	4 1/2" x 4 1/2"	150	210
1/3 Page	2 1/4" x 9 3/4"	150	210
1/4 Page	7 1/4" x 2 1/4"	100	140
1/4 Page	2 1/4" x 7 1/2"	100	140
1/6 Page	2 1/4" x 4 3/4"	85	119

**Where To Shoot listing: \$20 per event if no ad.**

**Business Card ad: 3 issues \$100**

**Advertising rates subject to change without prior notice.**

For technical information on how artwork or electronic-ready advertising needs to be supplied contact Julie Rettler at [office@wisconsinbowhunters.org](mailto:office@wisconsinbowhunters.org).

Faxed ad copy is **not suitable** for reproduction.

**Manufacturers** list prices only in ads. **NO Discount Prices allowed!**

**Payment Policy:** All advertisers **MUST** be current with their accounts. No ads will be placed if there is an outstanding balance due.

**Deadlines for the three issues:**

<i>Mailed in:</i>	January (Winter)	April (Spring)	August (Fall)
<i>Deadline:</i>	<b>November 15th</b>	<b>February 15th</b>	<b>June 15th</b>

**Publisher's Protective Clause:** Advertiser assumes liability for all content (including text and illustrations) of advertisements printed and also for any claims made against the publisher. Publisher reserves the right to refuse copy, which in his opinion may be libelous, unfair, or contrary to editorial policy.

ALL AD COPY and  
CORRESPONDENCE  
should be sent to the :

**Wisconsin Bowhunters  
Association®**

**17 E. Third Street  
Clintonville WI 54929-1707**

For questions or more information:  
**715-823-4670**  
**[office@wisconsinbowhunters.org](mailto:office@wisconsinbowhunters.org)**