



Fishing & Hunting Journal

Looking to advertise your business?

*The Fishing & Hunting Journal is one of the most comprehensive outdoor publications available. This FREE publication has been reaching sportsmen throughout Maryland, Delaware, West Virginia, Virginia, Southern Pennsylvania and Washington, DC for **OVER 20 years!***

10 Issues per year

*Monthly:
April through November*

*Holiday Show Issue:
December/January*

Spring Issue: February/March

COPY DEADLINE
2nd Wednesday of the Previous Month.

*Contact: M. Mitchell G. Quillen
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driftrock@verizon.net*

AD SIZES & NET RATES

Size	Width & Height	Rate
1/10 Page		\$99.00
One Size	4 7/8 x 2 3/8	
1/8 Page		\$109.00
Horizontal	4 7/8 x 3	
Vertical	3 3/16 x 4 1/2	
1/6 Page		\$129.00
Horizontal	6 9/16 x 3	
Square	4 7/8 x 4	
Vertical	3 3/16 x 6 1/8	
1/4 Page		\$189.00
Box	4 7/8 x 6 1/8	
Horizontal	10 x 3	
Square	6 9/16 x 4 1/2	
Vertical	3 3/16 x 9 1/4	
1/3 Page		\$269.00
Horizontal	10 x 4	
Square	6 9/16 x 6 1/8	
Vertical	3 3/16 x 12 1/2	
1/2 Page		\$359.00
Horizontal	10 x 6 1/8	
Island	6 9/16 x 9 1/4	
Vertical	4 7/8 x 12 1/2	
2/3 Page		\$459.00
Vertical	6 9/16 x 12 1/2	
Full Page		\$669.00
One Size	10 x 12 1/2	
Double Page Spread		\$1069.00

Mechanical Requirements

(Web Offset)
For complete, detailed production information see Standard Rate and Data Service, Print Media Reduction Data.
Trim Size: 11-1/4" x 14-1/2"
Number of Columns:
4 Display - Modular
Binding Method: Fold
Bleed: Available through gutter only on double truck.
Colors Available: Publishers' Standard 4-Color Process (AAAA/MPA): SWOP 85 Line Screen

PDF Files Preferred.
Email to: driftrock@verizon.net

COLOR

- \$175 per color. Special paper for process color available at cost.
 - \$210 for special colors (non-stock).
 - \$625 for process color.
- Back Cover
Must be sold with at least one color; see rate card for pricing.
- Banner Ads
• Available on front page of main news section for \$1,000, includes process color.

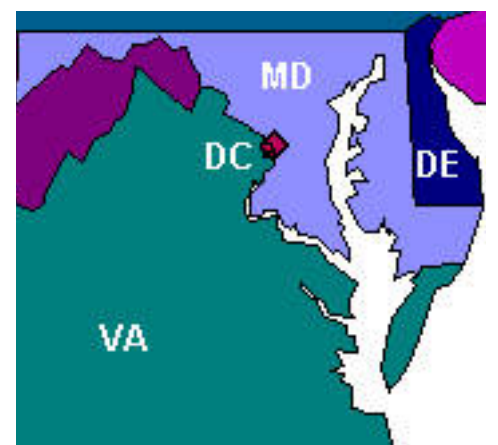
Inserts

- \$85/M (machine inserted) up to 8-page tab.
 - Maximum size 6.5"x10".
- May be folded to meet specifications.

Classified Rates

\$15.00 per month • 20 words or less.
25¢ per additional word.
• Includes Website
• e-mail to driftrock@verizon.net
No Frequency Discounts Available on line ads.

*Cover Wraps & Web Advertising Available.
Call For Pricing.*



You can find us throughout Maryland, Delaware and parts of Virginia, Pennsylvania and West Virginia!

Fishing & Hunting Journal

1/8 H
4 7/8" x 3"
\$109.00

Fishing & Hunting *Journal*

1/10 H
4 7/8" x 3"
\$99.00

1/8 V
3 3/16" x 4 1/2"
\$109.00

1/6 S
4 7/8" x 4"
\$129.00

Full Page
10" x 12 1/2"
\$669.00

1/6 H
6 9/16" x 3"
\$129.00

1/4 V
3 3/16" x 9 1/4"
\$189.00

1/6 V
3 3/16" x 6 1/8"
\$129.00

1/4 B
4 7/8" x 6 1/8"
\$189.00

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