



# WYOMING OUTDOORS

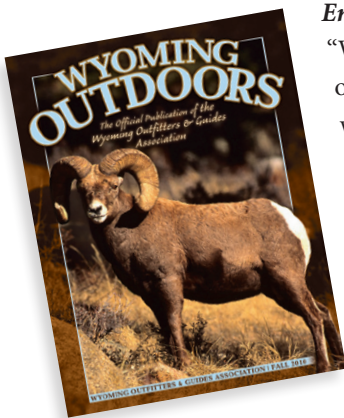
The  
Official Publication of the  
Wyoming Outfitters & Guides  
Association



**Advertise in “Wyoming Outdoors”:** Wyoming’s professional outfitters and guides belong to WYOGA and they advertise their services to hunters worldwide through the “Wyoming Outdoors” publication. You can also place your product or service in front of these dedicated hunters today with an advertisement in “Wyoming Outdoors” and boost your sales. WYOGA is “the voice of the Wyoming Outfitting industry” and WYOGA is at the forefront protecting hunter’s rights.

**“Wyoming Outdoors”:** The “Wyoming Outdoors” is the official annual publication of the Wyoming Outfitters & Guides Association. The “Wyoming Outdoors” is a 64 page full color publication comprised of biographies of WYOGA’s outfitter members, big game contest award winners, articles, advertising and other valuable hunting information. We print 50,000 copies annually. The publication is a proven vehicle to assist the traveling sportsmen when planning their Wyoming hunt, pack trip or summer vacation. “Wyoming Outdoors” is the largest Wyoming outfitter publication serving the interests of the Outdoor Sportsmen across the nation. Hunters eagerly look forward to receiving it every year, plus it has a long shelf life. It works!

**Circulation/Distribution:** “Wyoming Outdoors” is printed annually and we print 50,000 copies. 45,000 copies are mailed to the non-resident sportsmen who purchase Wyoming Game and Fish Preference Points for elk, moose, sheep, antelope and deer. These are dedicated, committed hunters who are proven consumers of hunting and outdoor products and services. They have already committed to hunting in Wyoming by purchasing preference points and they will hunt Wyoming. “Wyoming Outdoors” is direct mailed to these hunters in December. These hunters are affluent, high-end sportsman and they take their hunting very seriously when planning a future Wyoming hunt. The remaining 5,000 directories are mailed to inquiries from the WYOGA website and distributed from the WYOGA booth at various sport shows such as the Safari Club International convention and the Rocky Mountain Elk Foundation Elk Camp in Reno. The Wyoming Outdoors publication is distributed to sportsmen from all over the world. Over 2,000 directories are distributed at these two venues alone.



**Enclosed for review,** please find a complimentary copy of WYOGA’s 2009-2010 “Wyoming Outdoors” publication along with media information. To reserve an ad or ask questions, please contact me at WYOGA’s office, 307-265-2376 or by email at [wyoga@wyoga.org](mailto:wyoga@wyoga.org). I’m looking forward to discussing how the Wyoming Outdoors publication can be put to work for your business

*On behalf of WYOGA, I thank you in advance  
for considering advertising in the Wyoming Outdoors.*

*Sincerely,*

Laurie Marcovitz, WYOGA Administrator

## WYOMING OUTFITTERS & GUIDES ASSOCIATION



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## Fall 2011 Advertising Rates

(Full Circulation: 50,000)

Ad Size	Ad Rate	Down Payment
1/8 Page	\$695.00	\$100.00
1/4 Page	\$995.00	\$100.00
1/2 Page (Horizontal)	\$1450.00	\$300.00
1/2 Page (Vertical)	\$1450.00	\$300.00
Full Page	\$2245.00	\$500.00
Front/Back Inside Cover	\$2550.00	\$500.00

**RESERVATION DATE:** The deadline for reserving an ad is **August 1, 2011**.  
The balance of your ad will be due by **September 15, 2011**.

**MATERIALS DATE:** All ad material will be due **October 15, 2011**.

**TO RESERVE AN AD:** please contact Laurie Marcovitz, Administrator at 307-265-2376 or mail the order form to the WYOGA office. A down payment is requested at the time of reserving your ad.  
VISA/Mastercard is accepted for phone orders. Please make your checks payable to WYOGA.

## Advertising Order Form

Name \_\_\_\_\_ Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Quantity	Ad Size	Ad Rate	Down Payment	Total
<b>Subtotal</b>				
<b>Balance Due</b>				

Check Enclosed # \_\_\_\_\_ for \$ \_\_\_\_\_

VISA for \$ \_\_\_\_\_  MasterCard for \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Card Expiration Date \_\_\_\_\_ CCV Number \_\_\_\_\_

Date \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Make checks payable to: WYOGA, P.O. Box 2650, Casper, WY 82602

### CERTIFICATION AND AGREEMENT

I, \_\_\_\_\_, certify that (1) I have read and agree to the terms of advertising in the 2010 Wyoming Outdoors publication; (2) I am complying in all respects with the terms and deadlines for reserving and paying for the ad reserved.

Signature of Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_



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## Fall 2011 Advertising Material Specifications

### AD DIMENSIONS:

- Full Page (w/ 1/8" bleed)..... 8.75"w x 11.25"h  
\* Trim size = 8.5"w x 11"h • Live Matter must be 3/8" from trim edge
- Full Page (no bleed) ..... 7.5"w x 10"h
- 1/2 Page Horizontal ..... 7.5"w x 4.875"h
- 1/2 Page Vertical ..... 3.625"w x 10"h
- 1/4 Page ..... 3.625"w x 4.875"h
- 1/8 Page ..... 3.625"w x 2.3125"h

### DIGITAL FILE REQUIREMENTS:

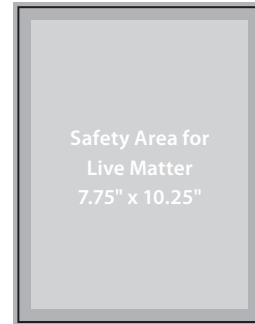
- Acceptable Media: CD, DVD.
- Programs Supported (Mac & PC): InDesign CS5, Quark 8, Illustrator CS5, Freehand MX, Photoshop CS5.
- File Formats: Preferred format is Acrobat PDF/x-1a (All fonts embedded / CMYK / 300dpi). Tiff, Maximum Quality JPEG, and EPS accepted. Low quality JPEG or any GIF Files are NOT Accepted.
- All files must be CMYK or Grayscale (no RGB) at no less than 300 pixels per inch (resolution). Adjust Images for Glossy Stock. All Line Art (Black & White) Scans must be no less 900ppi (1200ppi preferred) and saved in Photoshop's Bitmap Mode as a TIFF or EPS.
- All fonts must be included. If file was built in Freehand or Illustrator please convert text to paths.
- File Naming: please use advertiser name.
- Please include an Accurate Color Proof with File.

### Technical Questions / Send Ad Files to / Upload Instructions – contact:

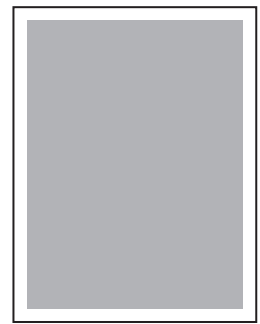
Mark Schuler, ProDesign  
 1131 13th Street, Suite 205, Cody, WY 82414  
 (307) 587-5974 • Fax: 1-866-867-5630  
 marks@prodesignwyo.com

### Graphic Design:

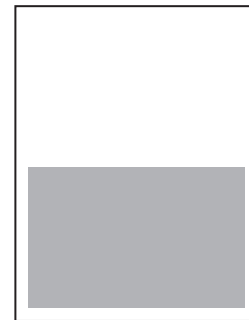
Mark Schuler/ProDesign is available to create your ad if needed. Design is billed out at \$60.00 per hour. All costs incurred in having Mark Schuler design your ad, will be the responsibility of the advertiser.



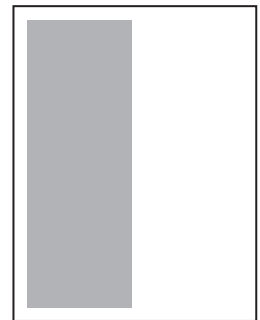
**FULL PAGE w/BLEED**  
 8.75"w x 11.25"h  
 (Trim Size plus Bleed)



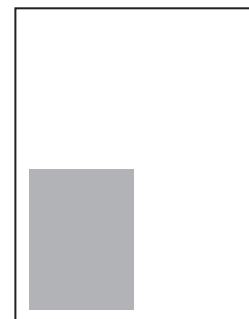
**FULL PAGE NON-BLEED**  
 7.5"w x 10"h



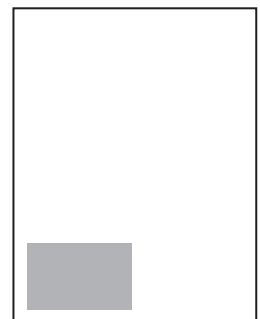
**1/2 PAGE HORIZONTAL**  
 7.5"w x 4.875"h



**1/2 PAGE VERTICAL**  
 3.625"w x 10"h



**1/4 PAGE**  
 3.625"w x 4.875"h



**1/8 PAGE**  
 3.625"w x 2.3125"h

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