Enclosed for review, please find a complimentary copy of WYOGA’s 2018-2019 “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. 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

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**Proven:** Year after year, the Wyoming Outdoors Publication has proven to be an informative, colorful and insightful look at big game hunting and summer activities offered by outfitter and guide members of WYOGA. Wyoming Outdoors is saved and used as a planning resource by hunters who plan to hunt Wyoming.

**72,000 Over 120,000 in Readership:** Wyoming Outdoors has an audience comparable to other national outdoor magazines. Our readership has over 120,000 Wyoming Preference Point holders who will hunt Wyoming in 2017 or the near future.

**Non-Resident Hunters Targeted:** Wyoming Outdoors is mailed to non-resident sportsmen who are dedicated, committed hunters who are proven consumers of hunting and outdoor products and services.

**Low Cost per Contact:** A full page, full color ad in Wyoming Outdoors costs .04 cents for each contact. National publications print a larger circulation, but do they really reach your targeted audience? Wyoming Outdoors does!

**Sport Shows & Web:** Wyoming Outdoors is distributed at various sport shows shows such as the Safari Club International convention. The Wyoming Outdoors publication is distributed to sportsmen from all over the world from requests through WYOGA’s New and Improved website. [www.wyoga.org](http://www.wyoga.org)

**It's the Largest:** Wyoming Outdoors is the largest Wyoming outfitter publication serving the interests of the Outdoor Sportsmen. Hunters eagerly look forward to receiving it every year plus it has a long shelf life. It works!

**Works for You:** Plan to advertise and capitalize on this audience to promote your business.

**Smart Sportsmen Love a Smart Publication!**
“I cannot begin to think of where our business would be without the advertising that is provided to WYOGA members. This publication reaches the hands of EVERY person that applies for a Wyoming license as well as those that are purchasing preference points. Compared to other print advertising, this is the most economical and direct advertising that one could find. This is direct advertising to people that are already planning on hunting in the State of Wyoming! This is a quality advertising piece that delivers results.”

Carlton Loewer
Black Powder Guest Ranch / C 4 Outfitters / Camp Creek Outfitters

“As WYOGA outfitter members, we are fortunate to have a truly "world class" publication in the Wyoming Outdoors! This is the finest publication of its kind, showcasing the premier outfitters of the great state of Wyoming! It is a ready reference of the ‘who’s who’ in top notch big game outfitters throughout Wyoming!

With such an impressive number of these collectible magazines going out to the non-resident traveling hunters that are already participating in the preference points program, this is the single most valuable advertising tool available to any outfitting business! I cannot imagine a better bang for your advertising buck, than the WYOGA’s Wyoming Outdoors!”

Jim and Deb Schell | Rough Country Outfitters & Guides

“Over the years of advertising different ways to attract hunters to come hunt with my operation I was concerned about Wyoming outdoors prices and if it was benefitting my operation. Well I started to ask hunters who called and who hunted with me on where they found me and 75% of them found me from the Wyoming Outdoors. It now sells most of my limited quota elk hunts. An outfitter can’t really ask for more to have a magazine go to nonresident hunters who have been investing their money into Wyoming through the points system.”

Tyler Sims | Tyler Sims Outfitting LLC

“The reason I advertise in the Wyoming Outdoors Magazine is simple, it drives customers to my business. Whether it be to my website or phone calls since I started advertising with in the magazine the amount of inquiries has doubled for my business. This magazine goes out to the consumers who are looking for services I provide. So for the money and the response I get back from it, this is by far my best advertising I do. Hands down!!”

Carl Sauerwein | Boulder Basin Outfitters

“Over the years of advertising different ways to attract hunters to come hunt with my operation I was concerned about Wyoming outdoors prices and if it was benefitting my operation. Well I started to ask hunters who called and who hunted with me on where they found me and 75% of them found me from the Wyoming Outdoors. It now sells most of my limited quota elk hunts. An outfitter can’t really ask for more to have a magazine go to nonresident hunters who have been investing their money into Wyoming through the points system.”

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Tyler Sims | Tyler Sims Outfitting LLC

“As a Wyoming outfitter and business owner some of my best advertisement has came from the full page ad we put in the Wyoming Outdoors publication. There has been years that I have booked hunt after hunt off of the ad we run in the publication. The most valuable advertising I have ever done is putting a full page ad each year in the publication. Every hunter that is buying points and looking at hunting in Wyoming is seeing my full page ad and it shows in our bookings each year. This is an investment any outfitter and business owner can’t pass up.”

Dustin Child | Trophy Mountain Outfitters
Fall 2019 Advertising Rates
(Full Circulation: 100,000)

2019 Ad Rate  Down Payment
(Must Reserve by September 1, 2019)

<table>
<thead>
<tr>
<th>Ad Size</th>
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<tbody>
<tr>
<td>1/4 Page</td>
<td>$1,095.00</td>
<td>$100.00</td>
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<tr>
<td>1/2 Page (Horizontal)</td>
<td>$1,585.00</td>
<td>$300.00</td>
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<tr>
<td>1/2 Page (Vertical)</td>
<td>$1,585.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>Additional 1/2 Page</td>
<td>$1,045.00</td>
<td>$300.00</td>
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<tr>
<td>Full Page</td>
<td>$2,695.00</td>
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<tr>
<td>Additional Full Page</td>
<td>$1,925.00</td>
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<tr>
<td>Front/Back Inside Cover</td>
<td>$2,900.00</td>
<td>$500.00</td>
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**RESERVATION DATE:** The final deadline for reserving an ad is **Sept. 1, 2019**. The balance of your ad will be due by **Sept. 15, 2019**.

**MATERIALS DATE:** All ad material will be due **October 15, 2019**.

**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.

**GUIDELINES FOR ADVERTISING IN WYOMING OUTDOORS:**
- Pictures and advertisements must pertain strictly to Wyoming outfitted activities.
- Promoting hunting in states other than Wyoming is prohibited.

**Advertising Order Form**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<th>Quantity</th>
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**WYOGA Yellow Pages Listing ($20 each)**

- Dude and Guest Ranches
- Fishing
- Fly Shops
- Horseshoeing
- Lodging
- Meat Processors
- Pack Trips
- Restaurants
- Saddles & Tack
- Sporting Goods Stores
- Taxidermists
- Trail Rides

**STYLED LISTING**
- Option 1 w/street
- Option 2 w/web

**Check Enclosed # for $**

**VISA for $**

**MasterCard for $**

<table>
<thead>
<tr>
<th>Credit Card #</th>
<th>Card Expiration Date</th>
<th>CCV Number</th>
<th>Zip Code</th>
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**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 2019 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: __________________________

WYOGA: P.O. Box 2650 • 159 N. Wolcott, Ste. 117, Casper, WY 82604 • 307.265.2376 • wyoga@wyoga.org • www.wyoga.org
Fall 2019 Advertising Material Requirements

AD DIMENSIONS:
Full Page (w/ 1/8" bleed) - Cover Pages only . . 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) - Inside Pages . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ...
Advertise in the WYOGA Yellow Pages Section

Your Region: Casper Region
Your Section(s): Lodging, Restaurants, Fishing Trips

The WYOGA Yellow Pages will advertise ($20 per listing) any business within these twelve categories:

- Dude and Guest Ranches
- Fishing
- Fly Shops
- Horseshoeing
- Lodging (Motels, Bed & Breakfast & Campground)
- Meat Processors
- Pack Trips
- Restaurants
- Saddles & Tack
- Sporting Goods Stores
- Taxidermists
- Trail Rides

Contact Laurie Marcovitz at WYOGA for more information.

Another great opportunity for your customers to find your business – The WYOGA Yellow Pages! It is a fast, efficient way for anyone to find your Wyoming Outdoor business in any region. Below is an actual size sample of the WYOGA Yellow Pages (the graphic to left is a generic mockup of the Directory page reduced 65%).

Two Styles for Displaying your Listing

Choose – Style Option 1:

Business Name: 1234 First St, City Name.....307-555-1212

Or Choose – Style Option 2:

Business Name: Website .................................307-555-1212

The WYOGA Yellow Pages will advertise ($20 per listing) any business within these twelve categories: