

Black's

SPORTING DIRECTORIES

WING & CLAY

WATERFOWL

2008 DESTINATIONS RATES & SIZES

RATES

ITEM	COST B&W	COST 4-Color
Display		
■ Full page	\$1,465	\$2,225
■ 1/2 page	925	1,590
■ 1/3 page	760	1,190
■ 1/4 page	640	1,050
■ 1/6 page	525	925

LISTING ENHANCEMENT PACKAGES:

Please see accompanying sheet or ask your sales representative.

ADVERTORIAL PACKAGE: \$2,225

One page BW editorial with photos & one 1/3 page, 4-color advertisement.

OUTSTANDING DESTINATIONS:

Ask your Black's representative about how to have your "Premier Destination" considered for this special showcase section.

IMPORTANT DATES:

SPACE RESERVATION: June 15, 2007

MATERIAL DEADLINE: June 25, 2007

PUBLICATION DATE: September, 2007

ADVERTISING CONTACTS:

- Jared Pfeifer (800) 766-0039, ext. 103
- Shelly DeWitt (800) 766-0039, ext. 112
- Chad Nelson (800) 766-0039, ext. 109

Black's Wing & Clay Waterfowl has partnered with the National Shooting Sports Foundation (NSSF) to promote bird hunting preserves across America through the Web site www.wingshootingusa.org. Black's is the exclusive provider of hunting preserves for this site, so your listing ensures that your business will be included on this frequently-visited site.



Don't miss out on this incredible opportunity!

SIZES

ITEM	WIDTH	HEIGHT
2 Column (Wing Shooting Section)		
■ 1/2 Page Horizontal	4 5/8"	3 7/8"
■ 1/3 Page Horizontal	4 5/8"	2 5/8"
■ 1/2 Page Vertical	2 1/4"	7 5/8"
■ 1/4 Page Vertical	2 1/4"	3 7/8"
■ 1/3 Page Vertical	2 1/4"	4 7/8"
■ 1/6 Page Square	2 1/4"	2 1/4"
3 Column (Clay Shooting Section)		
■ 1/2 Page Horizontal	4 5/8"	3 7/8"
■ 1/2 Page Vertical	3"	5 3/8"
■ 1/3 Page Horizontal	4 5/8"	2 5/8"
■ 1/3 Page Square	3"	3"
■ 1/3 Page Vertical	1 3/8"	7 5/8"
■ 1/6 Page Horizontal	3"	2"
■ 1/6 Page Vertical	1 3/8"	3 7/8"
Full Page		
Bleed	5 1/2"	8 5/8"
Live area	4 7/8"	8"

■ Please keep all illustrative and copy not intended to bleed within the live area.



Black's 2008 WING & CLAY WATERFOWL

GRAND VIEW MEDIA GROUP
MEDIA KIT

READER PROFILE

SHOTGUNNING ACTIVITY:

Black's users **shoot clays** an average of **28 days** and **hunt 27 days**.

In the last 12 months, Black's users took nearly 4 hunting trips.

- Over **27%** took more than 5 trips.
- Nearly **8%** took more than 10.

83% TRAVELED OUTSIDE
THEIR STATE OR REGION.

READER ACTIVITY:

- **USERS REFERENCE BLACK'S REGULARLY**
 - Daily 2%
 - Monthly 43%
 - Weekly 21%
 - Seasonally 31%

DEMOGRAPHICS:

AGE

- 25-34 4%
- 35-44 13%
- 45-54 30%
- 55-64 33%
- 65 or Over 21%

AVERAGE: 54

INCOME

- \$75,000 - 99,999 12%
- \$100,000 - \$124,999 16%
- \$125,000 - \$149,999 8%
- \$150,000 - \$199,999 13%
- \$200,000 or more 18%

AVERAGE: \$109,720



TESTIMONIALS:

"We had a drop in hunt the other weekend who noticed our display advertisement while reviewing *Black's Wing & Clay Waterfowl* in the First Class section on his flight from Louisiana to Phoenix. Called us from the air and was hunting with us 3 hour later"! "Clever place to put your publication."

Jay Collins, High Desert Hunt Club, Mayer, Arizona

**"BLACK'S IS BY FAR THE
BEST ADVERTISING WE DO
ON A NATIONAL LEVEL."**

Bill Kempfer, Deep River Sporting Clays and Shooting School

PRINTING INFORMATION

SPECIAL POSITIONS: Guaranteed positions charged an additional 15%.

ADVERTISING DESIGN: Display ads can be built by in-house production staff, for a \$75 fee.

MULTIPLE AD DISCOUNT: The above display rates are based on a single advertising purchase. Advertisers running more than one ad in each annual edition are entitled to a 5% discount on the second ad; 10% on each additional ad. (Ad sequence determined by ad size - largest ads first.)

AGENCY COMMISSIONS: 15% of the gross to recognized agencies.

PAYMENT TERMS: NET 30 days. 2% discount if payment within 10 days of invoice date. A service charge of 1.5% per month will be added on all accounts more than 30 days past due. All orders accepted subject to publisher's credit terms.

OFFSET REQUIREMENTS: Printed web offset on coated stock and perfect-bound. SWOP standards apply.

DIGITAL AD MATERIALS: The preferred file type for ad materials is a locked PDF. We will also accept a Quark document, InDesign CS document, TIFF, EPS or JPEG. Please be sure to include all fonts and images if applicable. All color used should be CMYK process. All images should be saved high resolution (266 dpi or higher). Incorrectly sized ads will be adjusted to fit the space ordered.

MEDIA CONTACT INFORMATION

CONTACT: Tivi Radder

FTP SITE INSTRUCTIONS: Upload advertising files to our FTP site using the internet or Fetch.

WEB ADDRESS:
ftp://140.234.28.212
USER ID: ftgvmmedia
PASSWORD: deer1

FETCH:
HOST: 140.234.28.212
USER ID: ftgvmmedia
PASSWORD: deer1

E-MAIL: Files under 10 megabytes may be e-mailed to: tivi@grandviewmedia.com

FILES ON CD: Please send all advertising production materials, proofs and/or copy to:



GRAND VIEW MEDIA GROUP
14505 21st Avenue North
Suite 202
Plymouth, MN 55447
1-800-766-0039

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