

# Black's

## SPORTING DIRECTORIES

### WING & CLAY

### WATERFOWL

# 2008 EQUIPMENT RATES & SIZES

## RATES

ITEM	COST	COST	
<b>Display</b>	<b>B&amp;W</b>	<b>4-Color</b>	<b>Logos</b>
■ Full page	\$2,280	\$3,550	3 Free
■ 1/2 page	1,135	1,645	2 Free
■ 1/3 page	880	1,260	1 Free
■ 1/6 page	625	1,010	1 Free
<b>Covers</b>	<b>B&amp;W</b>	<b>4-Color</b>	<b>Logos</b>
■ Inside Front	n/a	\$8,650	3 Free
■ Inside Back	n/a	8,265	3 Free
■ Back Cover	n/a	8,900	3 Free
<b>Covers</b>	<b>B&amp;W</b>	<b>4-Color</b>	<b>Logos</b>
■ 2 Page Spread	\$3,550	\$5,080	3 Free

## COVER BONUS:

All cover advertisers receive a 1/2-page 4/C ad in an appropriate listing section at no additional charge.

## LOGO & PRODUCT DESCRIPTION ENHANCEMENT: \$220 (B&W), \$320 (4/C)

Enhance your basic listing with a logo and a detailed product or service description and web address. Short of a display advertisement, there is no more cost-effective way for you to get the most out of *Wing & Clay Waterfowl's* sales-oriented listing format.

## NEW FOR 2008: PRODUCT SHOWCASE

### Highlight your product in this PREMIERE LOCATION!

Your 1/3 page, 4-color spot will include:

- Company logo
- Product image
- 75-word description
- Contact information

**All located in front of the equipment section!**



### FOR DISPLAY ADVERTISERS RUNNING:

- 1/4 page or larger
- Product Spotlight only

**\$650/spot**  
**\$1,260/spot**

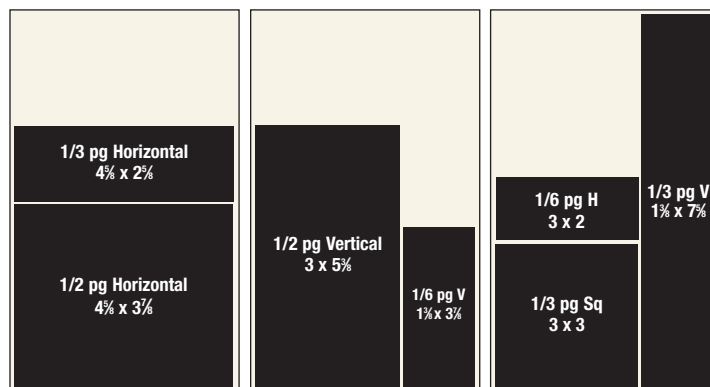
## SIZES

ITEM	WIDTH	HEIGHT
■ 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.



## 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

**90% OF USERS TOOK ACTION AS THE RESULT OF REFERENCING BLACK'S.**

# Black's 2008 WING & CLAY WATERFOWL

GRAND VIEW MEDIA GROUP  
**MEDIA KIT**

## TESTIMONIALS

"Running my first advertisement in Black's Wing & Clay Waterfowl, I was very happy to say that I got my first call even before I received my copy of the issue! I've received several calls since!"

*Craig Strong  
Lead Recovery Systems, LLC*

"Black's Wing & Clay is the essential tool...what a resource!"

*Bill Hanus, Bill Hanus Bird Shooting  
as seen in Quail Unlimited Magazine*



"When the National Shooting Sports Foundation was looking for a partner on our new Wingshooting USA Web site, we immediately wanted to form a relationship with Black's Wing & Clay, Waterfowl. Black's listings are the most complete and broadly used in the business, and now wingshooting preserves listed in Black's enjoy the added exposure provided by NSSF's new Web site [www.wingshootingusa.org](http://www.wingshootingusa.org), which now enjoys nearly 20,000 unique visitors looking for a place to hunt each month. I can't imagine a better partner for NSSF, or a better place to reach out to new customers, than Black's Wing, Clay, Waterfowl."

*David W. Miles; Director, Promotions & Advertising  
NSSF*

"Black's 2007 Wing & Clay Waterfowl...Written for the shotgunner, this super annual jams so much information on equipment, instructional text, and destinations between the pages you'll spend the next year just leafing through it before the '08 edition arrives."

*Steve Hickoff*

## 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: ftpgvmedia  
PASSWORD: deer1

**FETCH:**

HOST: 140.234.28.212  
USER ID: ftpgvmedia  
PASSWORD: deer1

**E-MAIL:** Files under 10 megabytes may be e-mailed to: [tivi@grandviewmedia.com](mailto: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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