

Black's

SPORTING DIRECTORIES

ARCHERY

BOWHUNTING

GRAND VIEW MEDIA GROUP
MEDIA KIT
2008

FOR MORE INFORMATION:



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

2008 RATES & SIZES

RATES

ITEM	COST B&W	COST 4-Color	Logos
Display			
■ Full page	\$2,610	\$2,865	3 Free
■ 3/4 page	2,065	2,230	2 Free
■ 1/2 page	1,295	1,560	2 Free
■ 1/3 page	1,040	1,295	1 Free
■ 1/4 page	770	1,040	1 Free
■ 1/6 page	580	780	1 Free
■ Inside Front	n/a	4,520	3 Free
■ Inside Back	n/a	4,195	3 Free
■ Back Cover	n/a	4,775	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: \$150 (B&W), \$250 (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 *Archery & Bowhunting's* sales-oriented listing format.

IMPORTANT DATES:

SPACE RESERVATION: **February 13, 2008**

MATERIAL DEADLINE: **February 27, 2008**

PUBLICATION DATE: **April 2008**

ADVERTISING CONTACTS:

- Jared Pfeifer (800) 766-0039, ext. 103
- Shelly DeWitt (800) 766-0039, ext. 112
- Chad Nelson (800) 766-0039, ext. 109
- Josh Bjorklund (800) 766-0039, ext. 114

**ATA's only
 official
 guide to the
 industry!**

Black's Sporting Directories

14505 - 21st Ave. N, Suite 202, Plymouth, MN 55447
 Phone 763-473-5800 • Fax 763-473-5801

SIZES

ITEM	WIDTH	HEIGHT
■ 3/4 Page (3 columns wide)	5 1/2"	9 3/4"
■ 1/2 Page (4 columns wide)	7 3/8"	4 7/8"
■ 1/2 Page (3 columns wide)	5 1/2"	6 3/8"
■ 1/2 Page (2 columns wide)	3 5/8"	9 3/4"
■ 1/3 Page (4 columns wide)	7 3/8"	3 1/8"
■ 1/3 Page (3 columns wide)	5 1/2"	4 1/4"
■ 1/3 Page (2 columns wide)	3 5/8"	6 1/2"
■ 1/4 Page (4 columns wide)	7 3/8"	2 3/8"
■ 1/4 Page (3 columns wide)	5 1/2"	3 1/4"
■ 1/4 Page (2 columns wide)	3 5/8"	4 7/8"
■ 1/4 Page (1 column wide)	1 3/4"	9 3/4"
■ 1/6 Page (2 column wide)	3 5/8"	3 1/4"

Full Page

Bleed	8 3/8"	10 7/8"
Live area	7 3/8"	10 1/4"

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

3/4 pg 5 1/2 x 9 3/4" (3 column)	1/4 pg 1 3/4 x 9 3/4" (1 col)	1/3 pg 5 1/2 x 4 1/4" (3 column)	1/4 pg 3 5/8 x 4 1/4" (2 column)	1/6 pg sq 3 5/8 x 3 5/8" (2 column)
		1/2 pg 5 1/2 x 6 3/8" (3 column)	1/2 pg 7 3/8 x 4 1/4" (4 column)	

1/2 pg 3 5/8 x 9 3/4" (2 column)	1/3 pg 3 5/8 x 6 3/8" (2 column)	1/4 pg 5 1/2 x 3 1/4" (3 column)	1/3 pg 7 3/8 x 3 5/8" (4 column)
		1/4 pg 7 3/8 x 2 3/8" (4 column)	

**AMERICA'S ARCHERY & BOWHUNTING
 RETAILERS MAKE BLACK'S
 THEIR YEAR-ROUND GUIDE!**

Black's 2008

ARCHERY & BOWHUNTING EDITION

THE MOST COST-EFFECTIVE WAY TO ADVERTISE!



Find the complete directory online @ archerytrade.org

The Right Audience

Black's Archery & Bowhunting reaches virtually all of the nation's archery and bowhunting dealers – the resellers of your product, and the audience that your marketing program must influence.

The Right Decision

Black's Archery & Bowhunting is logically organized by products and services, not by manufacturers. Such ease of use encourages dealers to turn to it frequently when they're considering a purchase.

The Right Value

Advertising rates are competitive with the monthly trade publications. The difference: your marketing message in *Black's Archery & Bowhunting* continues to work for you each and every month, all year long!

ATA's only official guide to the industry!

SPECIAL SECTION: PRODUCT SHOWCASE

Features 6 products per page. Includes company logo, product image, 75-word description and contact information in full color. Conveniently located in the front of the directory!

FOR DISPLAY ADVERTISERS RUNNING:

- 1/4 page or larger \$450/spot
- Product Showcase only \$650/spot

All companies represented in the Product Showcase section will also receive a complimentary B&W logo listing.

A \$150 VALUE!



INCLUDE YOUR CATALOG OR SPECIAL PROMOTIONAL PIECE WITH THE DIRECTORY!

Your pre-printed item can be added to the directory's polybag. Not only will you have your message delivered directly to the buyer, but you will also save on costly postage!

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

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
Attn: Tivi Radder
14505 21st Avenue North
Suite 202
Plymouth, MN 55447
1-800-766-0039

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