Game Guides Overview

Published by the Nebraska Game and Parks Commission, the Game Guides are distributed to Nebraska resident and nonresident hunters and anglers. These guide books have a long shelf life, lasting prior to and during the entire season!

Circulation (Printed Copies)
- Fishing Guide – 225,000
- Big Game Guide – 110,000
- Small Game Waterfowl Guide – 190,000
- Turkey Guide – 70,000

Distribution Locations
- Game and parks offices
- State parks and recreation areas
- Hunting and fishing permit agents
- Sport shows
- Hunting and fishing stores

Demographics
- Income: $50-$110 K
- Median Age: 45-69
- Education: College degree
- Male: 65% / Female: 35%

Digital versions of all the guides can be seen on the Nebraska Game and Parks website.

Advertising Rates (per guide)

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1 Guide</th>
<th>2 Guides</th>
<th>3 – 4 Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC, PG 3, BC</td>
<td>$1,500</td>
<td>$1,475</td>
<td>$1,450</td>
</tr>
<tr>
<td>Full</td>
<td>$900</td>
<td>$875</td>
<td>$850</td>
</tr>
<tr>
<td>Two-Thirds</td>
<td>$650</td>
<td>$625</td>
<td>$600</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
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<tr>
<td>One-Third</td>
<td>$300</td>
<td>$275</td>
<td>$250</td>
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</table>

Ad Dimensions
- Cover: 5.75” x 8.75” (Bleed)
- Full Page: 5” x 8”
- Two-Thirds (Hor.): 5” x 5.33”
- Half Page (Hor.): 5” x 4”
- One-Third (Hor.): 5” x 2.66”

Publishing Schedule / Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation</th>
<th>Distributed</th>
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</thead>
<tbody>
<tr>
<td>Big Game Guide</td>
<td>January 15th</td>
<td>May</td>
</tr>
<tr>
<td>Small Game Waterfowl Guide</td>
<td>April 15th</td>
<td>June</td>
</tr>
<tr>
<td>Turkey Guide</td>
<td>August 15th</td>
<td>December</td>
</tr>
<tr>
<td>Fishing Guide</td>
<td>August 15th</td>
<td>January</td>
</tr>
</tbody>
</table>

*Ad creative is due 15 days after the reservation*

Note: The Nebraska Game and Parks Commission reserves the right to refuse any paid ad for any reason.

Advertising Sales Manager
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