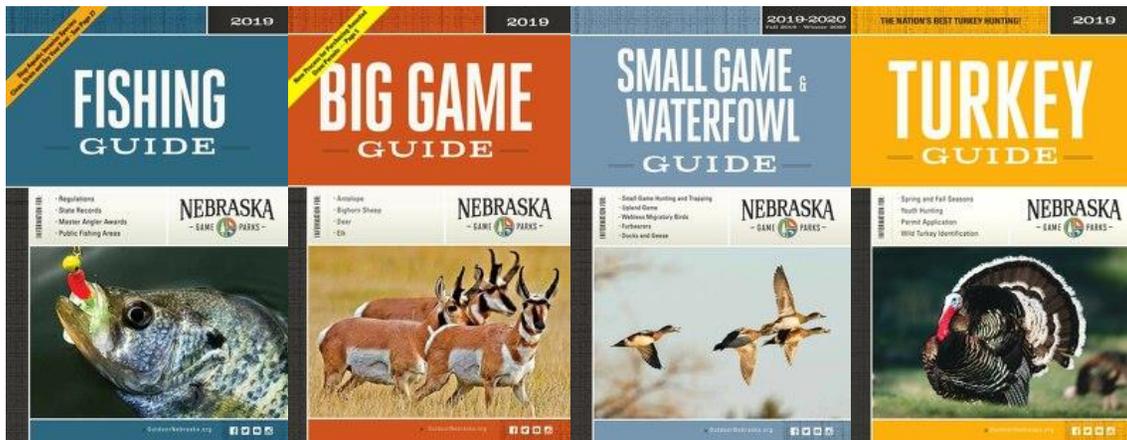


NEBRASKA Game Guides Media Kit

— GAME  PARKS —



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

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%

Advertising Rates (per guide)

Page Size	1 Guide	2 Guides	3 – 4 Guides
IFC, PG 3, BC	\$1,500	\$1,475	\$1,450
Full	\$900	\$875	\$850
Two-Thirds	\$650	\$625	\$600
Half Page	\$500	\$475	\$450
One-Third	\$300	\$275	\$250

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

Issue	Reservation	Distributed
Big Game Guide	January 15 th	May
Small Game Waterfowl Guide	April 15 th	June
Turkey Guide	August 15 th	December
Fishing Guide	August 15 th	January

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.

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