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)

<table>
<thead>
<tr>
<th>Page Size</th>
<th>1 Guide</th>
<th>2 Guides</th>
<th>3 Guides</th>
<th>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>
<td>$1,425</td>
</tr>
<tr>
<td>Full</td>
<td>$1,000</td>
<td>$975</td>
<td>$950</td>
<td>$925</td>
</tr>
<tr>
<td>Half Page</td>
<td>$600</td>
<td>$575</td>
<td>$550</td>
<td>$525</td>
</tr>
<tr>
<td>One-Third</td>
<td>$400</td>
<td>$375</td>
<td>$350</td>
<td>$325</td>
</tr>
</tbody>
</table>

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

*Ad design services are complementary if necessary*