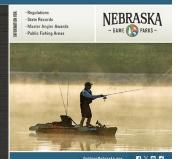
NEBRASKA Media Kit

















Print Issues

- Fishing Guide 85,000
- Big Game Guide 65,000

Circulation / Distribution

- Small Game Waterfowl Guide – 65,000
- Turkey Guide 45,000

Distribution Locations (statewide)

- Game and parks offices
- State parks and recreation areas
- Hunting and fishing permit sale locations
- Outdoor shows and expos
- Visitor Centers

Digital Issues

outdoornebraska.gov/guides

- Fishing GuidePage Views 733,630
- Big Game Guide
 Page Views 778,124
- Small Game / Waterfowl Guide
 Page Views 589,817
- Turkey Guide
 Page Views 206,711

Advertising revenue generated in the game guides helps fund the conservation of Nebraska's fish, wildlife, and wild places

Advertising Rates (Per Guide) All Rates NET

Page Size	1 Guide	2 Guides	3 Guides	4 Guides
IFC, IBC, BC	\$1,750	\$1,725	\$1,700	\$1,675
Full	\$1,200	\$1,175	\$1,150	\$1,125
Half	\$700	\$675	\$650	\$625
One-Third Quarter (Fishin	\$500 g) 	\$475	\$450	\$425

Ad Dimensions

Full / Cover Bleed: 8.375" x 11.125" Live: 8.125" x 10.875"

(Fishing)

Bleed: 5.75" x 8.75" Live: 5" x 8"

Half 7.031" x 4.562" (Fishing) / 5" x 4"

Quarter / One-Third 3.364" x 4.562" (Fishing) / 5" x 2.66"

Publishing Schedule

<u>Issue</u>	Reservation	Artwork Due	
Big Game	January 15	February 1	
Small Game Waterfowl	May 1	May 15	
Turkey	October 1	October 15	
Fishing	October 1	October 15	

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



Advertising Sales Manager

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