

NEBRASKA Media Kit



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 (Fishing)	\$500	\$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

Issue	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
Shane G. Gilster / Solo Tree Media
402-742-0125 • shanegilster@solotreemedia.com

Circulation / Distribution

Print Issues

- Fishing Guide – 85,000
- Big Game Guide – 65,000
- 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 Guide
Page Views – 733,630
- Big Game Guide
Page Views – 778,124
- Small Game / Waterfowl Guide
Page Views – 589,817
- Turkey Guide
Page Views – 206,711