

The Upland Almanac

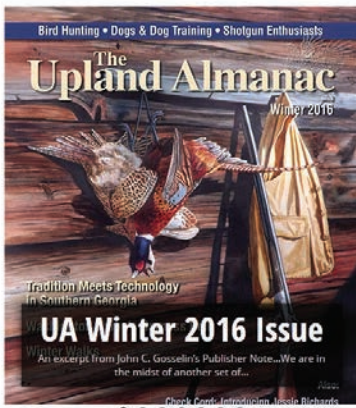
Bird Hunting • Dogs & Dog Training • Shotgun Enthusiasts

Digital Advertising Opportunities & Specifications

UPLANDALMANAC.COM



Inside our Current Issue...



EXCERPTS FROM UPLAND ALMANAC'S WINTER 2016 ISSUE

UA Winter 2016 Issue
An excerpt from John C. Gosselin's Publisher Note...We are...
October 6, 2016

Inside Winter UA 2016
Inside the Upland Almanac Winter 2016 issue, enjoy a...
October 6, 2016

Winter 2016 UA Kitchen: Grouse Cooked In Creamy Wild Mushroom Soup
An excerpt from the UA Kitchen...I think I understand...
October 6, 2016

Winter 2016 Feature Story: Winter Walks
An excerpt from Winter Walks...It's raining. But we're hunting...
October 6, 2016

Winter 2016 Feature Story: Alarms, Tolls And Jingles
An excerpt from Alarms, Tolls and Jingles...For nearly two...
October 6, 2016

Winter 2016 Feature Story: Caps Up, Collars Charged!
An excerpt from Caps Up, Collars Charged!...Traffic from the...
October 6, 2016

Winter 2016 Feature Section: Day's End
Day's End is a collection of poetry, art and...
October 6, 2016

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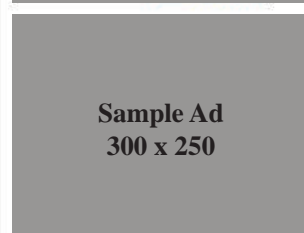
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ABOUT THE UPLAND ALMANAC
Now in our 18th year, *The Upland Almanac* is a quarterly print publication celebrating the upland hunting traditions. Each issue features destinations, shooting tips, culinary secrets, classic fiction, fine shotguns, and much, much more!



featured item...
AMONG ASPENS

Our Upland Almanac website connects advertisers with our audience through a series of rotating banner ads located on the right sidebar of the homepage and throughout the editorial-related sections of uplandalmanac.com.

Readers of The Upland Almanac are serious upland bird hunters. Over 50 percent of our readers spend 21 days or more in the field each year.

In a recent survey conducted of our readers, we asked what major bird hunting-related purchases they had planned in the coming year. They shared the following:

- Hunting Outerwear 55%
- Shotgun 47%
- Hunting Boots 46%
- Bird Dog 28%
- E-training Collar 20%
- GPS 18%
- Hunting Vehicle 17%

To maintain a clean and focused presentation, each 300 x 250 ad space will contain up to three different ads that will rotate with each new page display.

Ads are sold by impressions. \$10 per 1,000 impressions. Ad must run in three-month intervals.

FOR MORE INFORMATION, contact James Dietsch at 405-415-5724 or by email at jamesdietsch@cox.net

TECHNICAL SPECIFICATIONS:

- 300 x 250, jpeg format
- Complete URL for redirect
- Submit digital ads to info@uplandalmanac.com