



The Upland Almanac



Bird Hunting • Dogs & Dog Training • Shotgun Enthusiasts

Advertising 2018 • Rate Card #19 • Effective January 2018

Acclaimed by veteran and novice enthusiasts alike, *The Upland Almanac* is a quarterly publication with feature articles on bird hunting, hunting destinations, dog handling, training and health, fine shotguns and shooting tips. Editorial departments include product reviews, classic guns, conservation issues, culinary secrets and more.

Advertising Rates

4-Color Size	1x	2x	3x	4x
1 Page	\$1,637.00	\$1,533.00	\$1,436.00	\$1,343.00
2/3 Page	\$1,258.00	\$1,177.00	\$1,078.00	\$1,030.00
1/2 Page	\$1,090.00	\$1,021.00	\$958.00	\$895.00
1/3 Page	\$855.00	\$799.00	\$750.00	\$699.00
1/4 Page	\$682.00	\$638.00	\$597.00	\$558.00
1/6 Page	\$514.00	\$479.00	\$451.00	\$420.00
Covers				
Cover 4	\$1,882.00	\$1,764.00	\$1,654.00	\$1,542.00
Cover 3	\$1,850.00	\$1,739.00	\$1,631.00	\$1,521.00
Cover 2	\$1,794.00	\$1,682.00	\$1,577.00	\$1,471.00
B&W Size				
1 Page	\$1,076.00	\$1,025.00	\$972.00	\$923.00
2/3 Page	\$703.00	\$670.00	\$635.00	\$605.00
1/2 Page	\$567.00	\$538.00	\$510.00	\$485.00
1/3 Page	\$425.00	\$402.00	\$383.00	\$362.00
1/4 Page	\$279.00	\$266.00	\$252.00	\$241.00
1/6 Page	\$209.00	\$199.00	\$188.00	\$177.00
*Classified B&W Size				
2 Inch	\$106.00	\$102.00	\$96.00	\$90.00

Position

Special positions are available at an additional 10% of the rate card price. Inquire for details.

Agency Commission

A 15% commission is allowed to recognized agencies. Commission to be figured on net space rate plus color (when used).

Closing Dates

Magazine Issue	Magazine Space Order	Deadline for Ad Material	Magazine ON SALE
Spring	Nov. 17	Nov. 24	Mid-Jan.
Summer	Feb. 10	Feb. 17	Mid-April
Autumn	May 12	May 19	Mid-July
Winter	Aug. 11	Aug. 18	Mid-Oct.

(Cancellations not accepted after deadline for space order)

Special Discount Rates

We now offer a *Special Advertising Combination Rate* for those who want to advertise in *The Upland Almanac*, *Handloader*, *Rifle*, *Successful Hunter* and *The Black Powder Cartridge News* magazines. Contract to run in every issue of two of the magazines and receive the special rate on each advertisement. Contact our Advertising Department for more information.

The Upland Almanac
Bird Hunting • Dogs & Dog Training • Shotgun Enthusiasts

HANDLOADER
 Ammunition Reloading Journal

RIFLE
 Sporting Firearms Journal

SUCCESSFUL HUNTER

the Black Powder Cartridge
news

Circulation

Distribution of the magazine is by individually paid subscriptions, gun shows, gunshop sales, specialized newsstands and national newsstands in the U.S., Canada, Mexico, Europe and other foreign countries. Distribution to national newsstands and bookstore chains is handled by Curtis Circulation Company.

Terms of Payment

Invoices are due and payable when rendered. A service charge of 1½% per month will be added to unpaid balances beginning 30 days from the date of billing. For wire transfer fee, add \$30.00 to ad rate.

Advertising File Requirements

Ads should be submitted in PDF/X-1a format. Files must have:

- All fonts embedded.
- Correct color space for all elements (CMYK or gray scale).
- Spot colors converted to CMYK.
- Color and grayscale image resolution 300 ppi at 100% placement.
- Bitmap image resolution 600 ppi.

Additional Services

For advertisers in our magazines, we offer a full range of graphic arts services for the effective presentation of your advertisement at no additional charge.



Ad Dimensions

Page trim size is 8⅜" x 10⅞"

	non-bleed	bleed
1 Page	7⅝" x 9⅓⅙"	8⅜" x 10⅞"
⅔ Page Vertical	4⅓⅙" x 9⅓⅙"	5⅓⅙" x 10⅞"
⅔ Page Horizontal	7⅝" x 7⅓⅙"	8⅜" x 8"
½ Page Vertical	3⅓⅙" x 9⅓⅙"	4" x 10⅞"
½ Page Horizontal	7⅝" x 4⅓⅙"	8⅜" x 5½"
⅓ Page Vertical	2⅓⅙" x 9⅓⅙"	2⅓⅙" x 10⅞"
⅓ Page Horizontal	4⅓⅙" x 4⅓⅙"	5⅓⅙" x 5⅓⅙"
¼ Page	3⅓⅙" x 4⅓⅙"	4" x 5½"
⅙ Page Vertical	2⅓⅙" x 4⅓⅙"	2⅓⅙" x 5⅓⅙"
⅙ Page Horizontal	4⅓⅙" x 2⅓⅙"	5⅓⅙" x 2⅓⅙"

Add ⅓⅙" to each trimmed edge on bleed ads.

*Standard Size, 3⅜" x 2".

Relative Ad Sizes

