

# WHITETAIL LIFE



Your Success Starts Here

# 2024 Rates & Dates



150,000 distribution with the first printing! 79,000 direct mailings plus 71,000 distributed at various expos. Whitetail Life magazine is dedicated to the serious whitetail hunter and land manager. With an unmatched lineup of expert authors and unique columns, every issue will leave the reader thirsting for more.

**Advertise more, save more with our new multi-run discounts!\***

Run 2-3 times: 15% discount • Run 4 or more times: 20% discount

TO RECEIVE THE 15% OR 20% DISCOUNTS, ALL ADS MUST BE PAID IN FULL AT TIME OF ORDER. NO OTHER DISCOUNTS CAN BE APPLIED. CALL FOR MORE INFORMATION.

AD SIZE	REG PRICE	15% OFF (2-3 times)	20% OFF (4+ times)
<b>Featured Ads</b> (Subject to approval) <i>available in quarter, half and full page only</i>			
1/4 page (3.5" w x 4.875" h)	\$825.00	\$702.00 per time	\$660.00 per time
1/2 page horizontal (7.625" w x 4.875" h)	\$1080.00	\$918.00 per time	\$864.00 per time
1/2 page vertical (3.6875" w x 10" h)	\$1080.00	\$918.00 per time	\$864.00 per time
Full page (8.125" w x 10.75" h + bleed)	\$1928.00	\$1639.00 per time	\$1543.00 per time
Back cover (8.125" w x 10.75" h + bleed)	\$3375.00		
Inside Back cover (8.125" w x 10.75" h + bleed)	\$2775.00		
Inside Front cover (8.125" w x 10.75" h + bleed)	\$2775.00		

### Advertising Guidelines

Ads should reflect the well being and preservation of whitetail deer hunting and should reflect the Whitetail Life theme of being Ethical and Legal with Integrity.

### Ads that will not be printed

Whitetail Life reserves the right to omit from print any ad that we deem inappropriate

<b>OCTOBER/NOVEMBER 2023</b>	Ad Submission Deadline: <b>FRIDAY, SEPTEMBER 1<sup>st</sup></b>	Date the magazine will be mailed: <b>MONDAY, SEPTEMBER 25<sup>th</sup></b>
<b>DECEMBER/JANUARY 2023/2024</b>	Ad Submission Deadline: <b>FRIDAY, OCTOBER 27<sup>th</sup></b>	Date the magazine will be mailed: <b>MONDAY, NOVEMBER 20<sup>th</sup></b>
<b>FEBRUARY/MARCH 2024</b>	Ad Submission Deadline: <b>FRIDAY, DECEMBER 29<sup>th</sup></b>	Date the magazine will be mailed: <b>MONDAY, JANUARY 29<sup>th</sup></b>
<b>APRIL/MAY 2024</b>	Ad Submission Deadline: <b>FRIDAY, FEBRUARY 23<sup>rd</sup></b>	Date the magazine will be mailed: <b>THURSDAY, MARCH 21<sup>st</sup></b>
<b>JUNE/JULY 2024</b>	Ad Submission Deadline: <b>FRIDAY, APRIL 26<sup>th</sup></b>	Date the magazine will be mailed: <b>TUESDAY, MAY 28<sup>th</sup></b>
<b>AUGUST/SEPTEMBER 2024</b>	Ad Submission Deadline: <b>FRIDAY, JUNE 28<sup>th</sup></b>	Date the magazine will be mailed: <b>WEDNESDAY, JULY 24<sup>th</sup></b>
<b>OCTOBER/NOVEMBER 2024</b>	Ad Submission Deadline: <b>FRIDAY, AUGUST 30<sup>th</sup></b>	Date the magazine will be mailed: <b>THURSDAY, SEPTEMBER 26<sup>th</sup></b>
<b>DECEMBER/JANUARY 2024/2025</b>	Ad Submission Deadline: <b>FRIDAY, OCTOBER 25<sup>th</sup></b>	Date the magazine will be mailed: <b>THURSDAY, NOVEMBER 21<sup>st</sup></b>

Estimated in home delivery, 7-10 business days from mail date.

Whitetail Life, PO Box 3, Charm, OH 44617 • 330-204-9199 • sales@whitetaillife.com

# SUBMITTING YOUR AD

Industry ads are accepted in print ready format.  
No editing or design services are offered through Whitetail Life™

## EMAILING:

is the best method to have your ads sent in. This will ensure your ad is printed in the best quality. If you are emailing or having the ad emailed, please send it to:

**sales@whitetaillife.com**

\*\*Please make sure you call ahead to let us know that your ad will be coming by email and so we can arrange payment.\*\*

## FAXING:

We do not recommend faxing your ad for Whitetail Life.™ This magazine is printed in full color and your fax will only come as black and white. This also will not be a good quality.

You are welcome to fax over your Display ad form to reserve your ad space.

**Fax number: 877-822-8390**

## MAILING:

If you wish to mail your ads in, please send them to

**Whitetail Life  
PO Box 3  
Charm, OH 44617**

If possible, please mail your ad flat as we will scan your ad and any folds or creases will show up in the final print.

**VISION:** To provide proven, successful, and knowledgeable information regarding various topics of whitetail deer hunting.  
**VALUES:** Ethical and Legal deer hunting with Integrity  
**MISSION:** To make whitetail deer hunting a continued success that can be passed on to the next generation.

## PAYING FOR YOUR AD

All ads must be paid prior to running unless other arrangements have been made. We accept cash, checks and credit cards.

## WHITETAIL LIFE DISPLAY AD ORDER FORM

WHITETAIL LIFE™ \_\_\_\_\_ EDITION

Ad Title or Subject Name: (REQUIRED) \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

- **Ad Size:**  1/4 Page  1/2 Horizontal  1/2 Vertical  Full  Back Cover  Inside Back Cover  Inside Front Cover
- **Do we have your ad on file?**  No  Yes: Date last ran: \_\_\_\_\_ How many times to run: \_\_\_\_\_
- **How will your ad be sent to us?**  Mail  Email

**If you need your ad designed, please call Jeff at 800-672-5790. There is a fee for this service.**

**PLEASE MAIL FORM WITH PAYMENT TO:**

**Whitetail Life**

**PO Box 3, Charm, Ohio 44617**

**PHONE: 330-204-9199 • FAX: 877-822-8390**

**EMAIL: sales@whitetaillife.com**

**PAYMENT INFO:** INVOICE# (office use only): \_\_\_\_\_

Check# \_\_\_\_\_ AMT: \_\_\_\_\_

Type of card:  American Express  Visa  MasterCard  Discover

Credit Card#: \_\_\_\_\_

Name (as it appears on the card): \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CVC CODE (on back): \_\_\_\_\_

Phone #: \_\_\_\_\_ (required for credit card use)