

# Combination Rates Save You Money On The Strongest Team In Bowhunting

Now in its sixth year, the strategic sales agreement between ArrowTrade and the two leading bowhunting magazines means you count ads in all three towards your ad frequency. Depending on the size of your schedule, that could save you thousands of dollars. ArrowTrade partners with the titles that have earned a reputation for delivering a solid response for advertisers, issue after issue.

Bowhunter now has a paid circulation of 152,336\*, while Petersen's Bowhunting reaches 153,814\*. If you do the math you will see these quality publications also offer the lowest cost per reader, as ArrowTrade does on the "business" side. Taking advantage of these combination rates is easy. When you talk with Ad Director Matt Granger about an ArrowTrade schedule, let him know how many ads you'll be running in Bowhunter and/or Petersen's Bowhunting in 2009 issues. You'll receive the cost-effective combination rates shown.

When it is time to make your consumer ad buys, let your Petersen's Bowhunting or Bowhunter Sales Representative know you're also supporting ArrowTrade, so they can put you at the appropriate money-saving rate.

\*Circulation Average for six months ended 12/31/07



## ArrowTrade Magazine Net Advertising Rates Rate Card #13 Effective January 2009 Issue

Black & White ads	1x	3x	6x	9x*	12x*	15x*	18x*	24x*	30x*
Full page	\$1,724	\$1,603	\$1,481	\$1,452	\$1,422	\$1,392	\$1,380	\$1,365	\$1,351
2/3 page	\$1,265	\$1,181	\$1,098	\$1,076	\$1,054	\$1,033	\$1,022	\$1,012	\$1,002
1/2 page	\$1,049	\$977	\$905	\$886	\$868	\$851	\$843	\$834	\$825
1/3 page	\$728	\$679	\$629	\$615	\$604	\$591	\$586	\$579	\$574
1/4 page	\$632	\$589	\$545	\$533	\$522	\$511	\$507	\$501	\$496
1/6 page	\$434	\$403	\$374	\$364	\$357	\$350	\$347	\$343	\$340
1/8 page	\$348	\$324	\$301	\$293	\$286	\$280	\$278	\$275	\$272
1/12 page	\$261	\$242	\$224	\$218	\$215	\$210	\$208	\$205	\$203
<b>2-Color Ads</b>	<i>Add 25% to price above for second color in cyan, yellow or magenta</i>								
4-Color Ads	1x	3x	6x	9x*	12x*	15x*	18x*	24x*	30x*
Full page	\$2,630	\$2,428	\$2,228	\$2,185	\$2,140	\$2,097	\$2,076	\$2,055	\$2,035
2/3 page	\$1,846	\$1,762	\$1,678	\$1,645	\$1,612	\$1,586	\$1,579	\$1,547	\$1,533
1/2 page	\$1,489	\$1,419	\$1,346	\$1,318	\$1,292	\$1,268	\$1,252	\$1,241	\$1,230
1/3 page	\$1,024	\$970	\$877	\$858	\$840	\$824	\$816	\$809	\$800
1/4 page	\$853	\$810	\$766	\$750	\$735	\$720	\$713	\$700	\$696
1/6 page	\$596	\$558	\$522	\$507	\$496	\$490	\$482	\$478	\$472
Cover 2 & 3	\$2,642	\$2,480	\$2,321	\$2,272	\$2,259	\$2,227	\$2,205	\$2,184	\$2,163
Cover 4	\$3,047	\$2,857	\$2,668	\$2,611	\$2,557	\$2,507	\$2,481	\$2,456	\$2,433
<b>B&amp;W Spreads</b>	\$2,977	\$2,756	\$2,716	\$2,675	\$2,621	\$2,544	\$2,518	\$2,494	\$2,461
<b>4-Color Spreads</b>	\$4,405	\$4,040	\$3,977	\$3,917	\$3,772	\$3,694	\$3,658	\$3,621	\$3,585

\*In combination with Petersen's Bowhunting and/or Bowhunter.

Call Matt Granger at (406) 360-4484 or (888) 796-2084. Fax to (208) 475-6001 or email [rmattgranger@yahoo.com](mailto:rmattgranger@yahoo.com)