

since 1987!

MID-SOUTH HUNTING & FISHING NEWS

DEDICATED TO THE OUTDOORS THAT'S RIGHT OUTSIDE YOUR BACKDOOR

Advertising Rates

COVER ADS, ALL FOUR COLOR

* Inside Front Cover.....	\$825
* Inside Back Cover.....	\$825
* Back Cover.....	\$850

FOUR COLOR

<u>AD SIZE</u>	<u>OPEN</u>	<u>2X</u>	<u>3X-5X</u>	<u>6X & OVER</u>
*Full Page.....	\$675	\$595	\$575	\$525
Half-Page.....	\$495	\$395	\$345	\$315
Quarter Page.....	\$355	\$255	\$230	\$215
Eighth Page.....	\$245	\$150	\$135	\$119

CLASSIFIED PAGES

35 Words or Less, Includes Internet.....	\$15
Eighth Page Display (2 x 2).....	\$70
Quarter Page Display.....	\$140

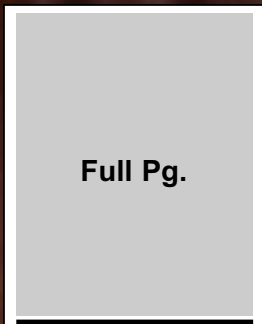
Add \$10 for Process Color for Any Size Classified Ad.

OPTIONAL ENHANCEMENTS

Inclusion on Internet.....	\$35
----------------------------	------

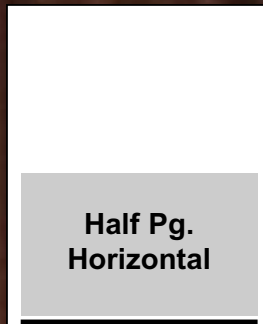
**ALL FULL PAGE ADS ARE INCLUDED
AT NO CHARGE.*

Additional Information on Reverse Side



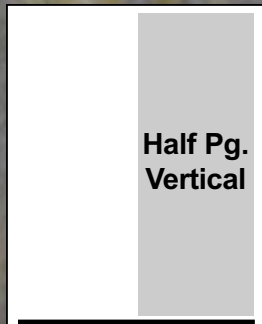
Full Pg.

Full Page:
7-3/8 wide x 9-1/2 tall
7.375 wide x 9.5 tall



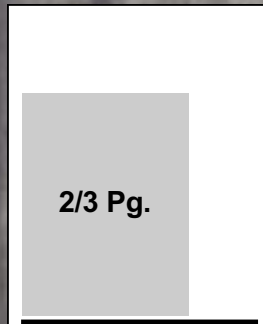
**Half Pg.
Horizontal**

Half Page Horizontal:
7-3/8 wide x 4-1/2 tall
7.375 wide x 4.5 tall



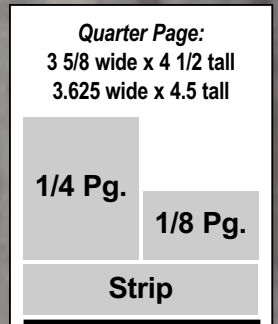
**Half Pg.
Vertical**

Half Page Vertical:
3-5/8 wide x 9-1/2 tall
3.625 wide x 9.5 tall



2/3 Pg.

Two Thirds Page:
5-1/4 wide x 7 tall
5.25 wide x 7 tall



Quarter Page:
3 5/8 wide x 4 1/2 tall
3.625 wide x 4.5 tall

1/4 Pg.

1/8 Pg.

Strip

Eighth Page:
3-5/8 wide x 2-3/16 tall
3.625 wide x 2.187 tall
Strip:
7-3/8 wide x 1-5/8 tall
7.375 wide x 1.625 tall

CONTACT INFORMATION:

Mid-South Hunting & Fishing News

P.O. Box 198 • 42 South Washington Avenue, 2nd Floor • Brownsville, TN 38012

Toll Free: 800.625.NEWS (6397) • 731.772.9962 • Fax: 731.772.9763

Carlton Veirs, *Publisher* • Joe Sills, *Advertising Sales* 731.443.0343

Vernon Summerlin, *Editor* • Michael Osburn, *Graphic Designer*