

*Celebrating our 32nd Year!  
Covering the Mid-South Outdoors Since 1987*

# **MID-SOUTH HUNTING & FISHING NEWS**

DEDICATED TO THE OUTDOORS THAT'S RIGHT OUTSIDE YOUR BACKDOOR

## **Advertising Rates**

### **COVER ADS - ALL FULL COLOR**

<b>Inside Front Cover</b> .....	<b>\$975</b>
<b>Inside Back Cover</b> .....	<b>\$975</b>
<b>Back Cover</b> .....	<b>\$975</b>

### **DISPLAY ADS - ALL FULL COLOR**

<b><u>AD SIZE</u></b>	<b><u>OPEN</u></b>	<b><u>2X</u></b>	<b><u>3X-5X</u></b>	<b><u>6X &amp; OVER</u></b>
Full Page .....	\$966 .....	\$879 .....	\$799 .....	\$695
Half-Page .....	\$526 .....	\$479 .....	\$435 .....	\$395
Quarter Page ....	\$315 .....	\$285 .....	\$260 .....	\$237
Eighth Page .....	\$210 .....	\$190 .....	\$172 .....	\$157

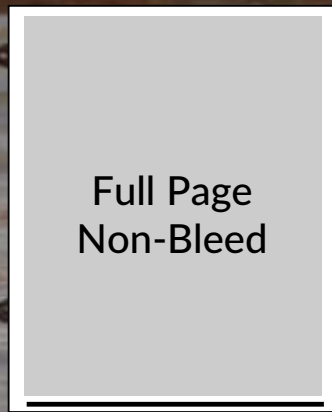
*Ad Specifications on Following Page*

# 2019 AD SPECIFICATIONS



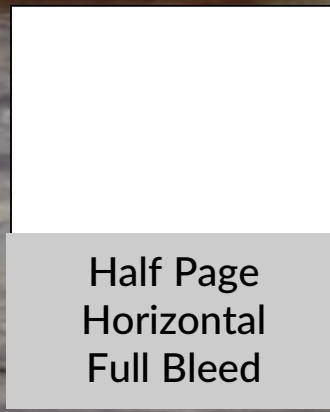
Full Page  
Full Bleed

*Full Page Full Bleed:*  
*Ad Size*  
8.55 wide x 11.125 tall  
*Trim Size: 8.5 x 10.875*  
*Live Area: 8 x 10.375*



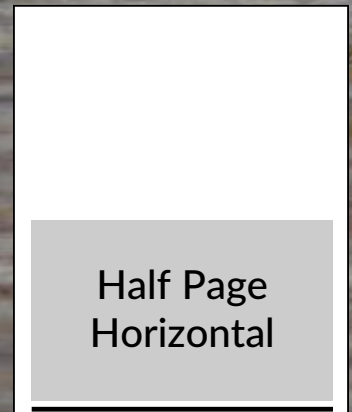
Full Page  
Non-Bleed

*Full Page:*  
8 wide x 10.125 tall



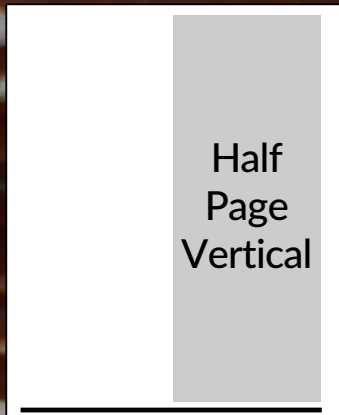
Half Page  
Horizontal  
Full Bleed

*1/2 Page Horizontal Full  
Bleed:*  
8.625 wide x 5.5 tall  
*Live Area: 8 x 5.125*  
.125 bleed sides & bottom  
No bleed at top



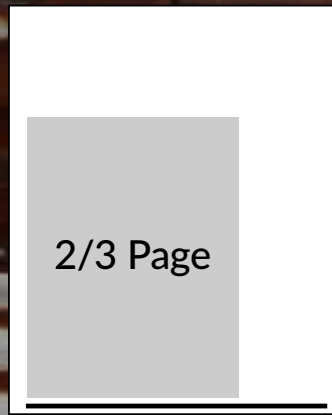
Half Page  
Horizontal

*Half Page Horizontal:*  
8 wide x 4.875 tall



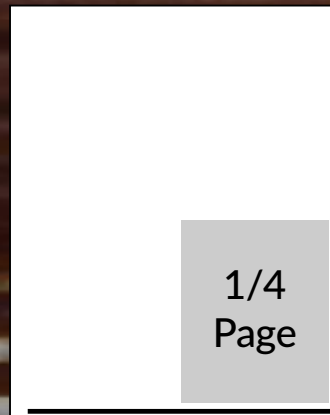
Half  
Page  
Vertical

*Half Page Vertical:*  
3-9/16 wide x 9-1/4 tall  
3.562 wide x 9.25 tall



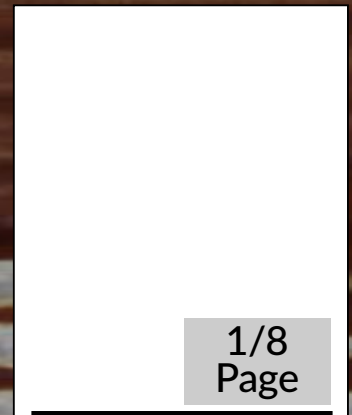
2/3 Page

*Two Thirds Page:*  
5-1/8 wide x 6-7/8 tall  
5.125 wide x 6.875 tall



1/4  
Page

*Quarter Page:*  
3 9/16 wide x 4 3/8 tall  
3.562 wide x 4.375 tall



1/8  
Page

*Eighth Page:*  
3-9/16 wide x 2-1/8 tall  
3.562 wide x 2.095 tall

## CONTACT INFORMATION:

42 South Washington Avenue, 2nd Floor • Brownsville, TN 38012

731.772.9962 • Fax: 731.772.9763

Carlton Veirs, Publisher | Joe Sills, Marketing Director -731.443.0343

Kristina Anderson, Marketing Representative- 731-571-2339

Taylor Wilson, Editor (taylor.wilson@mshfn.com) | Leanne King, Event Editor (lk@mshfn.com)

Michael Osburn, Graphic Design (michael@billdancefishing.com)