

# Rack Rate Card 13

2011 Publishing Season Rates • Effective January 1, 2011



## ■ AD COSTS

BLACK & WHITE	1X	3X	6X
1 page	\$1600	\$1440	\$1279
2/3 page	\$1158	\$1042	\$926
1/2 page	\$946	\$851	\$758
1/3 page	\$674	\$606	\$538
1/4 page	\$518	\$466	\$413
1/6 page	\$407	\$367	\$325

2 - COLOR	1X	3X	6X
1 page	\$1778	\$1600	\$1421
2/3 page	\$1333	\$1199	\$1067
1/2 page	\$1120	\$1009	\$891
1/3 page	\$830	\$748	\$665
1/4 page	\$532	\$479	\$425
1/6 page	\$509	\$458	\$382

4 - COLOR	1X	3X	6X
1 page	\$1932	\$1739	\$1546
2/3 page	\$1587	\$1428	\$1270
1/2 page	\$1324	\$1191	\$1058
1/3 page	\$998	\$898	\$798
1/4 page	\$641	\$577	\$512
1/6 page	\$636	\$572	\$477

## COVERS — Must run all six issues

2nd	\$1700
3rd	\$1623
4th	\$1778

## ■ GROUP BY DISCOUNTS

If you place 12 ads during a season in one or more issues of *Buckmasters Whitetail Magazine*, *Rack* and/or *GunHunter*, you're entitled to our lowest possible published rate for each book.

**Pre-Paid Discounts** — Advertisers paying entire 6-issue cost in full prior to July 1, 2011, will receive a 10% discount on total 6-issue cost.

*It is our policy to rotate ad positions (front, middle, back) in fairness to all advertisers. Guaranteed front half positioning, or other special positioning, will require an additional 10% payment over your initial ad space cost. Guaranteed positions are limited and will be agreed to on an individual basis at the discretion of Buckmasters. If your signed insertion order is not received by the closing date of the issue you wish to advertise in, your position request will be forfeited.*

**Inserts** — Specifications and rates on request.

**Terms** — All are due and payable net 30 days in U.S. funds; 2% cash discount on net billing when paid within 10 days from date of issue.

**Agency Discount** — 15% of net billing allowed to recognized advertising agencies on space, color and position, provided account is paid within 30 days of invoice date. Discount is not allowed on binding charges or on production charges requested at publisher's cost.

## ■ AD SIZES & SPECIFICATIONS

Page Size	Style	Width	Depth
Full Page	Trim Size	7 3/4"	10 1/2"
	Bleed Size	8"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
Full 2-Page Spread	Trim Size	15 1/2"	10 1/2"
	Bleed Size	15 3/4"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
2/3 Page Vertical	Standard Size	4 3/8"	9 5/8"
	Bleed Size	5 1/8"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/2 Page Vertical	Standard Size	4 3/8"	7 1/4"
	Bleed Size	5 1/8"	8 1/8"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/2 Page Horizontal	Standard Size	6 3/4"	4 5/8"
	Bleed Size	8"	5 1/2"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/2 Page Horizontal Spread	Standard Size	14 1/2"	4 5/8"
	Bleed Size	15 3/4"	5 1/2"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/3 Page Vertical	Standard Size	2 1/8"	9 5/8"
	Bleed Size	3"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/3 Page Square	Standard Size No Bleed Size Available	4 3/8" N/A	4 5/8" N/A
1/4 Page Horizontal	Standard Size No bleed Size Available	4 3/8" N/A	3 1/2" N/A
1/4 Page Square	Standard Size No Bleed Size Available	3 1/4" N/A	4 5/8" N/A
1/6 Page Vertical	Standard Size No Bleed Size Available	2 1/8" N/A	4 5/8" N/A
1/6 Page Horizontal	Standard Size No Bleed Size Available	4 3/8" N/A	2 1/8" N/A

Make sure all important information is 3/8" inside the trim size (or 1/2" inside the bleed size) for all ads that bleed. Buckmasters is not responsible for information or ads being cut off due to improper measurements used by the advertiser or their agency.

Common Inch-to-	1/8 = .125	1/2 = .5	3/4 = .75
Decimal Conversions	1/4 = .25	5/8 = .625	7/8 = .875
	3/8 = .375		

Please see the **Creative Requirements Card** under the Buckmasters Tab for complete ad file requirements.

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## ■ COPY & CONTRACT REGULATIONS

- All advertisements are published by BUCKMASTERS® with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subjects included in the ad.
- Ad position is at the discretion of the publisher.
- BUCKMASTERS® reserves the right to reject any advertising. All copy and accompanying photos are subject to publisher's approval.
- Cancellations and changes are not accepted after closing dates.
- Rates are subject to change upon publisher's notice. Prevailing rates apply.
- Advertising agencies are responsible for payments of all space ordered by them.
- If materials are not camera ready, BUCKMASTERS® reserves the right to refuse agency commission.
- Publisher is not responsible for errors in key numbers.
- Creative costs of developing ads at the request of advertisers will be billed to the advertiser.

Buckmasters, Ltd., 10350 Highway 80 East  
Montgomery, Alabama 36117  
Office Hours 8 a.m. - 5 p.m., M-F, Central Time  
(334) 215-3337 • 1-800-240-3337  
www.buckmasters.com

## ■ NOTES ON FILE SUBMISSION

**Disks:** It is only necessary to submit one disk for ads that appear in more than one of our three publications.

**Electronic FTP Transfer:** Ads may be submitted via Internet to our FTP site. Please notify our advertising coordinator when you have completed uploading your ads.

FTP Address: 66.0.34.247  
FTP URL: ftp://66.0.34.247  
Username: *upload* • Password: *M@15ab2*  
Folder: *Ad Drop*  
Upload Limit: 500 MB

**E-mail:** Ads may also be submitted via e-mail to our advertising coordinator at [mdavidson@buckmasters.com](mailto:mdavidson@buckmasters.com).

**Proofs:** A color-matched proof is required for all ads. The publisher will assume proofs are color correct unless otherwise noted by the advertiser. *The publisher holds no responsibility for errors in color or content if a proof is not submitted.*

*It is the responsibility of the advertiser, or their agent, to ensure correctness of all submissions. Corrections made by the publisher will be subject to production charges.*

## ■ PRODUCTION DATES FOR 2011

### CLOSING DATES\*

July Issue - March 25  
August Issue - April 29  
September Issue - June 3  
October Issue - July 8  
November Issue - August 11  
Winter Issue - September 23

### MATERIALS DUE DATES\*

July Issue - April 18  
August Issue - May 13  
September Issue - June 17  
October Issue - July 22  
November Issue - August 29  
Winter Issue - October 10

*Material not received by publisher's specified due date will forfeit agency discount.*

### SUBSCRIBER SHIP DATES\*

July Issue - May 17  
August Issue - June 21  
September Issue - July 26  
October Issue - August 30  
November Issue - October 11  
Winter Issue - November 15

\*All dates are tentative and subject to change without notice

## ■ ADVERTISING STAFF CONTACT INFORMATION

10350 Highway 80 East, Montgomery, Alabama 36117  
Office Hours 8 a.m. - 5 p.m., M-F, Central Time  
(334) 215-3337 • 1-800-240-3337  
www.buckmasters.com

Senior Advertising Representative... Scott Maloch, ext 255  
[smaloch@buckmasters.com](mailto:smaloch@buckmasters.com)  
Advertising Coordinator..... Michelle Davidson, ext 249  
[mdavidson@buckmasters.com](mailto:mdavidson@buckmasters.com)  
Media Coordinator..... Dawn Singleton, ext 240  
[dsingleton@buckmasters.com](mailto:dsingleton@buckmasters.com)  
Sponsorship & Expo Coordinator ... Donna Gross, ext 219  
[dgross@buckmasters.com](mailto:dgross@buckmasters.com)

Please direct all ad materials and questions to:  
**Michelle Davidson, Advertising Coordinator**  
Phone: 1-800-240-3337, Ext. 249,  
E-mail: [mdavidson@buckmasters.com](mailto:mdavidson@buckmasters.com)