



Publications Guide

For your use in submitting advertisements for *Pennsylvania Bowhunting*.

The United Bowhunters of PA
581 Madison Shop Road, Rimersburg, PA 16248
1-800-279-2024 • 814-473-6341 • ubofpa@yahoo.com • www.ubofpa.org

Pennsylvania Bowhunting is mailed at the beginning of the following months:
January, March, May, July, September, and November.



Rates (for B&W ads):

	1x	3x	6x
1. Full page—7-1/2"w x 9-3/8"h	\$300	\$250	\$200
2. Half page—7-1/2"w x 4-1/2"h	\$150	\$125	\$100
3. Quarter page—3-1/2"w x 4-1/2"h	\$75	\$60	\$50
4. One-Eighth page—3-1/2"w x 2-1/8"h	\$50	\$45	\$40
5. Back Cover—7-1/2"w x 6-3/4"h	\$325 (B&W-no discount)		
6. Back Cover—7-1/2"w x 6-3/4"h	\$400 (color-no discount)		

For color ads—add 25% to the cost above.

Advertising Deadlines:

Issue	Deadline
Jan./Feb.	November 15th
Mar./Apr.	January 15th
May/June	March 15th
July/Aug.	May 15th
Sept./Oct.	July 15th
Nov./Dec.	September 15 th

Ad Specifications: Ads can be accepted as camera-ready copy* or as an electronic file (see instructions below). Ads will be run as black and white with spot color when available and requested.

The UBP does not design ads. For a quote on ad design please contact Amy L. Klinedinst at 717-757-1518 or amymike@comcast.net. The UBP reserves the right to enlarge any ad for design purposes with no additional cost to the advertiser. *The UBP accepts no responsibility for quality of ads when camera copy contains halftones (photos with dots) or screens (areas of dots).

Electronic Ads: Ads are acceptable if created in one of the following formats: Microsoft Word, Adobe Photoshop, QuarkXPress, .pdf, .jpg, .tif, or .bmp. Please send us your file—including any graphics you have placed in the file and any unusual fonts. We use the PC platform and will substitute fonts when needed. No Mac files please. We can accept ads on 1.44 MB diskettes, CD's, or by e-mail (see instructions below). Photographs should be scanned at 266 dpi (resolution) and changed to grayscale if possible. We prefer .jpg or .tif file formats. Do not convert the photograph to a halftone prior to sending it to us. Line art (drawings, logos, charts, etc.) should be scanned as a bitmap image between 600-800 dpi.

We cannot accept output from digital cameras unless the resolution is equal to or above 266 dpi at actual print size. If you are unable to submit a file in the above graphics formats, the following is acceptable: Laser printouts incorporating line art with text. The printout must have a resolution of at least 300 dpi, preferable 600 dpi. For best results, always include a hardcopy of your file submissions, sent via USPS. Please do not email files larger than 1 megabyte. Send to ubofpa@yahoo.com.

Payment Options: Insertions are non-cancelable after closing date. Net 30 days. Rates are subject to change. The UBP reserves the right to reject any advertising not in keeping with the organizations standards.

Publication Deadline: See chart above.

Ad Placement: We cannot guarantee placement of your ad, but will do our best to accommodate your requests.

Shipping Instructions: Contract, insertion orders, payments, and advertising materials should be sent to the UBP Office, 581 Madison Shop Rd., Rimersburg, PA 16248 or ubofpa@yahoo.com