

# It's the "Times" for Advertising!

The *Deer Times* is now accepting paid advertising! As a leader in the business community, you will want to promote your business in the state's premier wildlife newsletter. Placing advertising in the *Deer Times* lets those hunters and outdoorsmen who are committed to Arizona's deer herds know that you are, too.

Recent improvements in the *Deer Times*, such as limited color pages, quality articles, and increased pages, have brought the newsletter to a circulation of nearly 1,000, an all-time high. Future plans include the production of a full-color publication by 2006.

*Deer Times* ad space is offered in various sizes and rates. You can choose from business card, quarter page, half page or full page ads in black and white. Full color ads are offered for the inside front and back cover only at this time. A 15% discount applies if you purchase your ad for four consecutive quarterly issues (does not apply to business card ads)

Hunters and outdoor enthusiasts spend hundreds of millions in of dollars in Arizona annually, on all types of items, including firearms, clothing, equipment and gear. Hunters have also proven intensely loyalty to those secondary businesses that support firearms ownership and the right to hunt. Your business can profit from advertising to this growing market of Arizonans. Ad space is limited, so call today to reserve your space in the *Deer Times*.

## Advertising Rates

Business Card	\$160 (four issues)
Quarter page	\$ 90 (single issue)
Half page	\$150 (single issue)
Full page	\$200 (single issue)
Inside back cover (color)	\$350 (single issue)
Inside front cover (color)	\$400 (single issue)

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All ads must be camera ready or in Photoshop or Pagemaker format.

*It is our policy that any copyrighted material, written or photographic must be accompanied by a release.*

To purchase an ad, contact:  
Tracey Martin at: (602) 395-DEER  
or [assnmgmt1@cox.net](mailto:assnmgmt1@cox.net)

To have an ad designed, contact:  
Cathy Cimellaro at: [ccimellaro@cox.net](mailto:ccimellaro@cox.net)

