

## WESTERN OUTDOORS & WESTERN OUTDOOR NEWS Policies & Regulations

### DISCLAIMER

Western Outdoor Publications, Inc. is the Publisher of both Western Outdoor News and Western Outdoors magazine and the term Publisher as used in this document refers to the company and not a specific person or title.

### FREQUENCY DISCOUNTS

Frequency discounts are applied as earned on basis of total numbers of issues used within 12 months of first insertion. Space billed on contract basis; otherwise discounts given on an as-earned basis. Note: All discounts void and/or short-rated if advertising on which the discount is based is cancelled or reduced.

### COMBO DISCOUNTS

Available to any general rate advertiser who runs a minimum of two magazine-size pages in both WESTERN OUTDOORS and WESTERN OUTDOOR NEWS (four pages total) during a 12-month contract year. Combination discount of 5% off applicable rates for like space units. Minimum unit of 10 column inches. Yield: additional 5%. Contract required.

### RATE POLICY

Publisher reserves the right to change rates at any time. Rates established by contract will be protected for term of contract. Advertising in issues following contract expiration billed at rates then prevailing.

### CONTRACTS & COPY REGULATIONS

Contracts or insertion orders must be bona fide and must specify a contract year and the number of issues to be used. Two or more advertisers are not permitted to use space under the same contract, except when advertisers are wholly-owned or controlled subsidiaries or affiliates of a parent company.

All advertisements are accepted and published by Publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of publication of such advertisements. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of the rate card. All verbal instructions regarding contracts or insertions must be confirmed in writing.

### COMMISSION & CREDIT POLICIES

1. Terms: 2% 10 days, Net 30. 18% interest per year may be charged on any past due balance.
2. Payment may be made by cash, check, VISA, MasterCard or Discover Card.

3. Cash with copy except those with established credit.
4. All remittances must be made in U.S. currency.
5. Classified Advertising must be paid for on a cash/credit card with order basis except for those with established credit.
6. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agent order and which advertising was published and also for claims arising from contents of advertising.

### GENERAL CONDITIONS

1. All advertising content is subject to Publisher's approval. Publisher Reserves the right to cancel or reject any insertion order, space reservation, position commitment or advertisement at any time.
2. Publisher is not responsible for insertion of incorrect advertisement or omission of any advertisement.
3. Changes or cancellations may not be made by advertiser or its agency after closing date.
4. Publisher reserves the right to issue space credits in lieu of rebates.
5. All material not called for after six months will be destroyed.

6. Insertion orders are accepted subject to the provisions of our current rate card. Rates and conditions are subject to change upon notice from Publisher.
7. Advertisers holding franchise cover positions may be asked to relinquish the position for one year when another (noncompetitive) advertiser wishes to use that cover as part of a larger-unit ad, e.g. gatefold cover. This does not apply to competitive advertising.
8. This is the entire agreement between the parties hereto and no modification of the agreement is valid except in writing signed by the parties hereto.
9. This agreement shall be interpreted and construed under the laws of the State of California applicable to contracts wholly to be performed therein.
10. If any action is initiated to enforce the terms of this agreement the prevailing party shall be entitled to reasonable attorney fees and costs.
11. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, any action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of Publisher affecting production or delivery in any manner.

## WESTERN OUTDOOR NEWS Production & Mechanical Requirements for the Newspaper

### ISSUE & CLOSING DATES

Published weekly 52 times a year. Issue date is Friday of each week. Space reservation and copy deadline: noon Wednesday, the week prior to issue date. If proofs are desired for approval on ads typeset by Publisher, material must be received at least one week prior to closing; otherwise, proof will be mailed "as inserted."

**Publisher will not be liable for copy changes received after closing date.**

### DIGITAL/COMPUTER CREATED FILES

We only accept PDF files (press optimized). For 4-color, be sure to convert to CMYK (RGB will not reproduce properly). Please contact our office for further specifications. Additional charges for any other format.

### MECHANICAL REQUIREMENTS PRINTING:

Web offset

Format: Tabloid newspaper, quarter folded

Ad Page Size: 10" wide by 16"

Column Width: 1 7/8" (11 1/2 picas)

WON Standard Space Units	Width	Height
Page Spread (160 column inches)	20"	16"
Page (80 column inches)	10"	16"
3/4 page (60 column inches)	8"	15"
1/2 page vertical (40 column inches)	8"	10"
1/2 page horizontal (40 column inches)	10"	8"
1/3 page vertical (27 column inches)	6"	9"
1/4 page vertical (20 column inches)	4"	10"
1/4 page horizontal (20 column inches)	8"	5"
1/8 page vertical (10 column inches)	4"	5"
1/8 page horizontal (10 column inches)	6"	6.66"

### SPECIAL POSITION

Orders specifying positions other than back cover or center-spread will be accepted on request, and accommodated as available, not guaranteed. Orders requesting specific pages will be accepted at an additional 10% charge, when available.

### CIRCULATION

Average paid and free circulation for the preceding 12 months: paid subscribers 41,847; paid newsstand 18,416; free distribution 7,129. Total 67,392

### SHIPPING INSTRUCTIONS

Contracts, insertion orders, advertising materials, and related correspondence deliver to:

Advertising Department  
WESTERN OUTDOOR NEWS  
185 Avenida La Pata  
San Clemente, CA 92673

## WESTERN OUTDOOR NEWS Grassroots Programs and Sponsorship Opportunities/ Events Calendar 2008

### Events Calendar 2008

Youth Outdoors Fair / Ise Show San Mateo	January 10-13
Won Bass Invitational	January
Youth Outdoors Fair / Ise Sacramento Show	January 17-20
Won Bass Invitational	February
Won At Fred Hall Long Beach Show	March 5-9
Won Bass Invitational	March
Won Fred Hall Show At Del Mar	March 26-30
Won Bass Invitational	April
25th Annual Lake Havasu Striper Derby	May 17-18
Yamaha / Catalina Seabass Jackpot	May
Won At Turner's Outdoorsman Shooting Sports Outdoor Fair	June
Won Bass Invitational	June

Yamaha / Ensenada Yellowtail Jackpot	June 20-21
Yamaha / Dana Point Bass Jackpot	July 19
Yamaha / San Francisco Bay Golden Gate Challenge	August 9
Troutstock Eastern Sierra	Aug. 30-Sept. 3
15th Annual Double Haul In The Fall At The Town Of Mammoth Lakes	September
Won Bass Northern Team Championship	September
Won Bass Southern Team Championships	September
25th Annual Won U.S. Open Lake Mead	September
Yamaha / San Diego Yellowtail Jackpot	September 5-7
4th Annual Big Bear Troutfest	October 4-5
Los Cabos Tuna Jackpot	November 5-8
WON Fishing Schools	Throughout 2008
2008 Plastic Navy Tournament Trail Presented by WON	To be announced

**WESTERN OUTDOOR NEWS** 2008 Northern Retail and Resort Advertising Rates

SAMPLE DIMENSIONS	1X	4X	8X	12X	26X	52X
SPREAD (160 COLUMN INCHES) 160" OR MORE / INCH RATE	2213 14	2100 13	1996 13	1897 12	1802 11	1712 11
FULL PAGE (80 COLUMN INCHES) 80" TO 159" / INCH RATE	1169 15	1110 14	1055 13	1003 13	953 12	904 12
3/4 PAGE (60 COLUMN INCHES) 60" TO 79" / INCH RATE	924 15	877 15	783 13	791 13	751 13	714 12
1/2 PAGE (40 COLUMN INCHES) 40" TO 59" / INCH RATE	645 16	612 15	582 15	553 14	525 13	499 13
1/4 PAGE (20 COLUMN INCHES) 20" TO 39" / INCH RATE	337 17	320 16	304 15	290 15	274 14	261 13
1/8 PAGE (10 COLUMN INCHES) 10" TO 19" / INCH RATE	176 18	166 17	158 16	151 15	142 14	134 13
1/16 PAGE (5 COLUMN INCHES) 5" TO 9" / INCH RATE	91 18	86 17	81 16	78 16	74 15	72 14
1 INCH TO 4 INCH RATE	19	18	18	16	15	15
BACK COVER ( FOUR COLOR PROCESS)	2044	1942	1845	1753	1665	1582

Color \$150 per extra color (subject to availability).  
Add 15% for Northern California Edition

**CLOSING DATES:** WON - 12 noon Wed. 9 days prior to publication date.  
Supplements - 12 noon Mon. 11 days prior to publication date

**WESTERN OUTDOOR NEWS** Editorial Calendar

**JANUARY**

- 4-Jan ISE San Mateo Show Guide
- 4-Jan January WO Boat Buyers Guide (insert only)
- 11-Jan ISE Sacramento Show Guide
- 18-Jan WON Bass
- 25-Jan Mammoth Lakes/Mono County Guide (production only)
- 25-Jan Diamond Valley Lake/San Jacinto Guide

**FEBRUARY**

- 1-Feb California Boat Buyers Guide
- 15-Feb 2007 Kayak Premier & Tournament Guide
- 15-Feb Kernville Guide
- 22-Feb WON Bass
- Feb 29 08 Fred Hall Long Beach Show Preview

**MARCH**

- 7-Mar Fred Hall Long Beach Program
- 7-Mar Tackle Buyers Guide Insert (OR from WO)
- 14-Mar WON Bass
- 21-Mar Fred Hall Del Mar Preview/Program
- 28-Mar Striper Derby Preview/Colorado River F & R Guide

**APRIL**

- 4-Apr Yamaha/Catalina Seabass Jackpoit Preview
- 11-Apr Eastern Sierra Trout Preview
- 18-Apr WON Bass
- 25-Apr California Sportfishing Guide (Party Boat Guide)

**MAY**

- 2-May Baja Guide to Sportsmans Paradise/Dorado Shootout
- 9-May Yamaha/Ensenada Yellowtail Jackpot Preview
- 16-May WON Bass
- 16-May Turner's Shooting Sports/Outdoor Fair
- 23-May Mammoth Lakes/Mono County Guide
- 23-May Private Boaters Guide
- 30-May California Lakes Guide

**JUNE**

- 6-Jun Yamaha/Dana Point Bass Jackpot Preview
- 13-Jun Summer Saltwater Preview

- 20-Jun WON Bass
- 27-Jun Yamaha San Francisco Bay Preview
- 27-Jun Big Bear Troutfest Preview

**JULY**

- 4-Jul Kayak Summer Preview
- 11-Jul Los Cabos Tuna Jackpot Preview
- 18-Jul WON Bass
- 25-Jul California Hunting & Shooting Guide

**AUGUST**

- 1-Aug Double Haul In The Fall
- 8-Aug Yamaha/San Diego Jackpot Preview
- 8-Aug Troutstock/Eastern Sierra Preview
- 15-Aug WON Bass U S Open Preview
- 29-Aug End of Season Boat Buyers Guide

**SEPTEMBER**

- 5-Sep Fall Sierra Guide
- 5-Sep Holiday/New Products Gift Guide (production/print)
- 12-Sep WON Bass US Open Program
- 19-Sep Long Range Gear Guide

**OCTOBER**

- 3-Oct Kayak Tournament Trail Guide
- 10-Oct WON Bass US Open Review
- 17-Oct Angler's Marine Bass-A-Thon
- 17-Oct Holiday/New Products Gift Guide (insert only)
- 24-Oct Colorado River Fishing & Hunting Guide
- 31-Oct Long Range Preview

**NOVEMBER**

- 7-Nov WON Bass
- 21-Nov Los Cabos Tuna Jackpot Review

**DECEMBER**

- 5-Dec San Diego Bay/Jackpot Preview
- 12-Dec East Cape Fiesta de Pesca 2009
- 19-Dec WON Bass - Sponsors Preview
- 26-Dec San Diego Boat Show Preview