



# Target your message to Minnesota sportsmen

**Advertise in the Official Show Program!**



- **Target thousands of attendees during the show**  
The Program is handed out to thousands of attendees at the door
- **Reach attendees long after the show**  
The Program is saved and is a year-round resource for purchasing decisions!
- **Bonus distribution**  
The Official Show Program also is inserted in the January Minnesota Section of MidWest Outdoors Magazine, targeting subscribers and newsstands statewide, providing bonus exposure for your advertising message!

MINNESOTA  
**SPORTSMEN'S  
SHOW** PROGRAM

produced by  
**MIDWEST  
OUTDOORS**

49th Annual 2019 Minnesota  
***SPORTSMEN'S***  
***SHOW*** JANUARY 10-13, 2019  
 Saint Paul, Minnesota

**Reserve your premium position today!**

**Advertising Rates**

		<b>Four-color</b>	<b>Black &amp; White</b>
Cover	(outside — 7 ½" x 10")	\$1157	N/A
Cover	(inside — 10" x 16")	\$1157	N/A
Full Page	(10" x 16")	\$995	\$745
1/2 Page	(7 ½" x 10") (10" x 8")	\$679	\$429
1/3 Page	(7 ½" x 7 ½")	\$591	\$341
1/4 Page	(4 ¾" x 8") (7 ½" x 5")	\$503	\$253
1/6 Page	(4 ¾" x 5") (2 ¼" x 10")	\$442	\$192

**Ad Materials**

**Minimum Image Resolution:** 200 dpi

We accept digital files in the following formats: pdf, high-resolution jpg or tiff.

Email ad materials to [ads@midwestoutdoors.com](mailto:ads@midwestoutdoors.com).

**Closing Date**

Friday, December 1, 2018



111 Shore Drive, Burr Ridge, IL 60527  
 MidWestOutdoors.com