

# UNMATCHED EDITORIAL EXCELLENCE: OVER 35 YEARS OF RESEARCHED INFORMATION FOR OUR BUYERS!



**WHITETAIL INSTITUTE**  
RESEARCH = RESULTS  
Since 1988



# 178,652

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## WHITETAIL NEWS 2026 SPECIFICATIONS

TRIM SIZE: 8.25" X 10.875" / LIVE AREA: 7.25" X 9.8125" / BLEEDS: .125"

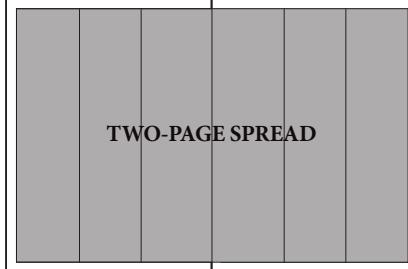
**EFFECTIVE DATE: JUNE 1, 2026 / THROUGH MAY 31, 2027 E-MAIL ARTWORK TO: ATCHMEDIA@AOL.COM**

### EARLY PAYMENT DISCOUNTS:

Net 30 Days (after agency commission).

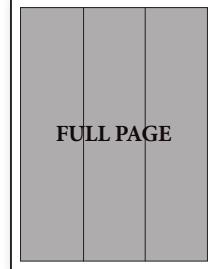
### COPY AND CONTRACT REGULATIONS:

- All advertisements are published by Whitetail Institute, 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.
- Whitetail Institute reserves the right to reject any advertising. All copy and photos are subject to publisher's approval.
- Special rates and page positioning will be needed if an Island ad is requested. Call for more information.
- Cancellations and Changes are not accepted after the material deadline.
- Rates are subject to change upon publisher's notice. Prevailing rates apply.
- Agencies are responsible for payments of all space ordered by them.



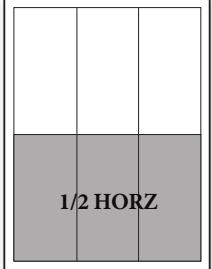
### TWO-PAGE SPREAD

Non-Bleed: 15.625" x 9.8125"  
Full Bleed: 16.75" x 11.125"  
Trim: 16.5" x 10.875"



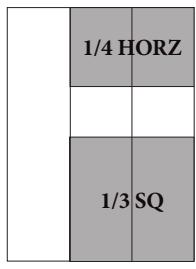
### 1/2 HORIZONTAL

Non-Bleed: 7.25" x 4.75"  
Full Bleed: 8.5" x 5.625"  
Trim: 8.25" x 5.5"



### 1/4 HORIZONTAL

Non-Bleed: 4.75" x 3.375"  
1/3 SQUARE



### 1/4 HORZ

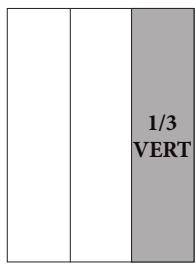
### 1/3 SQ

### FULL PAGE

Non-Bleed: 7.25" x 9.8125"  
Full Bleed: 8.5" x 11.125"  
Trim: 8.25" x 10.875"

### 1/3 VERTICAL

Non-Bleed: 2.333" x 9.625"  
Full Bleed: 3.0208" x 11.125"



### 1/3 VERT

**Non-Bleed:** 1/2 inch inside the trim measurements.

**Full Bleed:** All bleeds must extend 1/8 inch beyond trim on all sides.

**Live Area:** 1/2 inch inside of the trim edge. All images and text not intended to bleed should be within this margin.

**Trim:** The edge of the page.

## 2026 WHITETAIL NEWS ADVERTISING RATES

AGENCY AND FREQUENCY DISCOUNTS START AT 2X INSERTIONS

ONE TIME INSERTION GROSS RATES		ONE TIME INSERTION GROSS RATES		ISSUE CLOSING DATES				
UNIT	PRICING	UNIT	PRICING	UNIT	PRICING	ISSUE	MATERIAL DEADLINE	RELEASE BY DATE
TWO-PAGE SPREAD	\$11,550	1/3 VERTICAL	\$3,533	COVER 2	\$7,975	36-1 SUMMER	5/12/26	6/1/26
FULL PAGE	\$5,775	1/3 SQUARE	\$3,533	COVER 3	\$7,150	36-2 FALL	6/15/26	7/15/26
1/2 HORIZONTAL	\$4,450	1/4 HORIZONTAL	\$2,749	COVER 4	\$8,525	36-3 SPRING 2027	1/19/27	3/1/27