



2012 MEDIA PLANNER

BOATING

Sportsman
The Authority on Aluminum Boating

To advertise, contact:

Chris Searle
208-542-2208

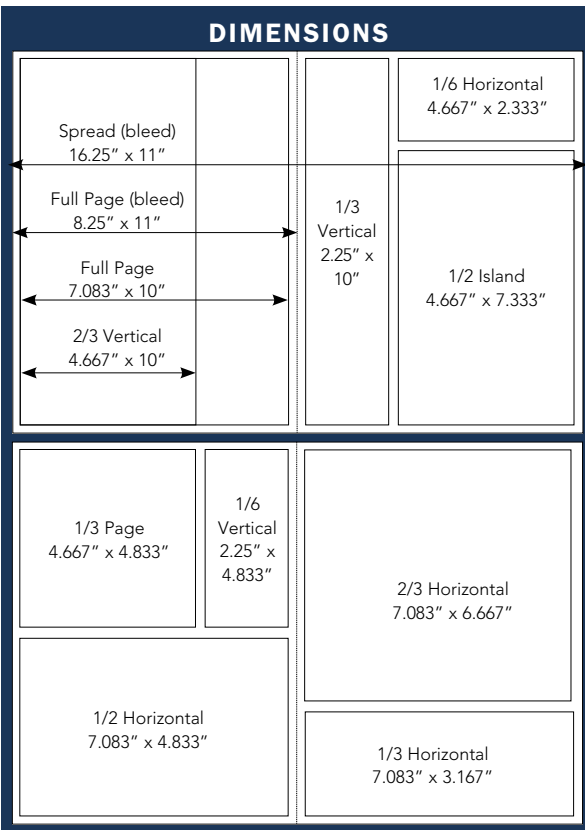
Greg Larsen
208-542-2216

BOATING SPORTSMAN MAGAZINE • 2012 • RATE CARD

EFFECTIVE JANUARY 2012

BLACK AND WHITE	1x	12x
Third Page	1153	875
Sixth Page	895	728

FOUR COLOR		
Full Page	3703	3257
Two-Thirds Page	3216	2708
Half Page	2266	1926
Third Page	1714	1373
Covers 2nd or 3rd	3987	3542
Back Cover	4087	3643
Spread	7002	6110



WORKIN' THE WEB

It's pretty much expected in today's world—you must have an Internet presence. But is having a "presence" enough? No. It's not. To fully take advantage of the World Wide Web you must first fully understand its many different opportunities.

Whether it is through banner advertising on the main page, listings in the business directory or special e-mail promotions, we've got what it takes to boost your leads through digital media.



"Power Package" Marketing

The industry's ultimate on-line marketing program

EXTENDED SERVICES

Our goal at *Boating Sportsman* is not just to publish a magazine. It never has been. We are your multifaceted marketing partner. Not only do we offer sound advice and guidance to tackling the aluminum boat markets through print advertising, but we are also consultants on so much more under the sun of marine marketing. Take a look at what we have to offer!

Harris Publishing offers a full line of marketing services including:

- Direct Mail
- E-mail
- Brochure
- Catalog Design
- Printing

If you need help, just give your Account Executive a call.

DIRECT MAIL AND DIRECT E-MAIL MARKETING

We have the technology, the brains and the gumption to tackle the masses with your customized html digital message or promotion. With the ability to mail to certified, opt-in e-mail address, you'll be reaping the benefits of the very affordable e-mail direct marketing in no time. And oh yeah, we still do traditional direct mail as well. Call today to get your next direct marketing campaign revved up and on its way.

BROCHURE, CATALOG AND SMALL-RUN MAGAZINE PRINTING

Did you know that nearly all of *Harris Publishing's* 15 different national magazines are printed by *Falls Printing*—a *Harris Publishing*-owned subsidiary? That's right. Using a 25-inch, 5-color Heidelberg Sheet-fed press, plus a myriad of other smaller presses, bindery equipment and label and mail equipment, *Falls Printing* can tackle just about any small-run job, including yours! Catalogs and magazines less than 50,000 press run are great candidates for Falls. Brochures and fliers of all run lengths are no problem. Call your sales rep today to get your next print bid started.

Listings

\$300

Banner/Tower Ads

\$250 Banner

\$500 Tower

Digital Reprints

\$150

Digital Brochures

\$300

All digital reprints and brochures are good for one year before renewal

ISSUE	AD SPACE	AD MATERIAL	MAIL
January/February	12-23-11	12-30-11	1-30-12
Spring	2-23-12	3-1-12	3-37-12
Summer	5-24-12	5-31-12	6-27-12
Fall	8-23-12	8-30-12	9-26-12