



THE SPORTSMAN'S MARKETPLACE 2009 ADVERTISING ORDER

RATES EFFECTIVE WITH FEBRUARY 2009 ISSUE

- Established 1895
- Circulation Rate Base: 1,500,000
- Your direct line to 11 million fishermen, hunters and campers
- The largest readership in the outdoor field!

Field & Stream - Two Park Avenue - New York, NY 10016

PHONE: (212) 779-5510 - (800) 445-2714 ext. 5510 **FAX:** (212) 779-5118 **EMAIL:** Parker.Bohlen@bonniercorp.com

Please place the following advertisement in these issues (maximum 11 consecutive months).

2009 Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec/Jan
2010 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

DATE OF ORDER: _____

PLEASE USE THIS HEADING FOR MY AD _____

(If you DO NOT specify the classification you wish us to use, we will put your ad under the heading we consider most appropriate. NO deduction or credit can be allowed for error resulting from insertion under wrong heading IF YOU FAIL TO SPECIFY HEADING on the line above.)

Minimum Ad 14 words

☐ Circle bold face words.
Check box if all words bold face. \$1.00 additional per bold face word.

☐ Check here for grey background. \$40.00 additional.

If this order arrives too late for issue specified, you may run it in the next available issue.

☐ YES ☐ NO

■ Advertisers who place ads in both FIELD & STREAM and OUTDOOR LIFE in the same month are eligible for a 5% rate discount. Contact us for details.

1	2	3	4	5	6
7	8	9	10	11	12
13	14-\$274.12	15-\$293.70	16-\$313.28	17-\$332.86	18-\$352.44
19-\$372.02	20-\$391.60	21-\$411.18	22-\$430.76	23-\$450.34	24-\$469.92
25-\$489.50	26-\$509.08	27-\$528.66	28-\$548.24	29-\$567.82	30-\$587.40
31-\$606.98	32-\$626.56	33-\$646.14	34-\$665.72	35-\$685.30	36-\$704.88

HEADINGS (check one) *Ads appearing under headings marked with asterisk (*) require sample of your offer with first insertion.

HUNTING

- ☐ Bow Hunting
- ☐ Decoys, Calls & Blinds
- ☐ Guns & Accessories
- ☐ Hunting Information & Equipment
- ☐ Sights, Scopes & Mounts
- ☐ Taxidermy
- ☐ Trapping
- ☐ Trophy Heads

FISHING

- ☐ Fishing Flies & Fly Tying
- ☐ Fishing Information & Equipment
- ☐ Live Bait
- ☐ Tackle & Lures

SPORTING GOODS

- ☐ Boats, Motors & Equipment
- ☐ Camping & Survival

KNIVES & ACCESSORIES

- ☐ Sporting Apparel
- ☐ Trailers, Campers, Equipment
- ☐ Wildlife Art

DOGS

- ☐ Kennels & Accessories
- ☐ Pointing Dogs

OTHER ANIMALS

- ☐ Game Birds

BUCKS

- ☐ Business Opportunities*
- ☐ Financial

HOBBIES

- ☐ Binoculars & Telescopes
- ☐ Cameras, Films & Equipment
- ☐ Coins

PHOTOGRAPHY

- ☐ All Terrain Vehicles
- ☐ Auto Parts & Equipment
- ☐ Books & Publications
- ☐ Computers/Software
- ☐ Education & Instruction
- ☐ Emblems, Patches & Decals
- ☐ Employment Information*

GOOD EATING

- ☐ Log Cabins/Home Building
- ☐ Miscellaneous
- ☐ Of Interest to All
- ☐ Patents & Inventions*
- ☐ Travel
- ☐ Videos
- ☐ Wanted to Buy

REAL ESTATE

- ☐ United States

Have you advertised in the Classified Guide before?

☐ YES ☐ NO

If YES, under what name? _____

When? _____

Name _____

Company _____

Street Address (required) _____

City _____ State _____ Zip _____

Phone (____) _____

Signature* _____

*(Order Must be Signed by Cardholder.)

PAYMENT FOR ALL ADVERTISING DUE BY CLOSING DATES

HOW TO FIGURE THE TOTAL COST OF YOUR WORD AD

\$19.60 per word, per insertion; minimum ad 14 words	\$ _____
Words in bold caps \$1.00 per word extra	\$ _____
Grey Background \$40.00	\$ _____
<i>Subtotal</i>	\$ _____
Additional charges	_____
TOTAL ENCLOSED HERE	\$ _____
Please charge cost of ad to my	
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover Card	

CHARGE CARD NUMBER

Expiration Date

PLEASE BE SURE TO READ OTHER SIDE OF ORDER FORM BEFORE YOU MAIL ORDER

ORDERS CANNOT BE CANCELLED OR CHANGED AFTER CLOSING DATE

FIELD & STREAM

DISPLAY CLASSIFIED ADVERTISING RATES FREQUENCY DISCOUNTS

	1-2 Issues	3-5 Issues	6-10 Issues	11X
1"	\$1,439	\$1,367	\$1,295	\$1,223
2"	\$2,864	\$2,721	\$2,578	\$2,435
3"	\$4,291	\$4,076	\$3,862	\$3,647
4"	\$5,718	\$5,432	\$5,146	\$4,860
5"	\$7,113	\$6,758	\$6,402	\$6,046
6"	\$7,894	\$7,500	\$7,105	\$6,710
1/10th page 3.5" x 2"	\$6,067	\$5,764	\$5,460	\$5,157
1/8th page 3.5" x 2.5"	\$6,416	\$6,095	\$5,774	\$5,453
1/4th page 3.5" x 4.5"	\$12,831	\$12,190	\$11,548	\$10,907
Half Page	\$26,808	\$25,467	\$24,127	\$22,787
Full Page	\$53,616	\$50,935	\$48,254	\$45,573

2009 DEADLINES

Issue Date	Space Closing	Material Deadline	On Sale Date
Dec-08/Jan-09	10/1/08	10/1/08	11/25/08
Feb-09	12/1/08	12/1/08	1/20/09
Mar-09	1/2/09	1/2/09	2/24/09
Apr-09	2/2/09	2/2/09	3/24/09
May-09	3/4/09	3/4/09	4/21/09
Jun-09*	4/1/09	4/1/09	5/19/09
Jul-09	5/1/09	5/1/09	6/23/09
Aug-09	6/1/09	6/1/09	7/21/09
Sep-09	7/1/09	7/1/09	8/18/09
Oct-09	8/3/09	8/3/09	9/22/09
Nov-09	9/1/09	9/1/09	10/20/09
Dec-09/Jan-10	10/1/09	10/1/09	11/24/09

ADVERTISING RATES:

4 Color Available - 20% Premium

Orders cannot be cancelled or changed after closing date

1. If you wish to include a picture in your ad, please send a glossy photo or art-work. Halftones should be 120 screen, negatives right reading, emulsion side down. Column width - 1 col: 1 3/4"; 2 col: 3 1/2"; 3 col: 5 1/4". No ads 3 columns wide less than 3" deep (9" ad).

2. When your ad carries your local Post Office Box Number as your only address, be sure to send us YOUR COMPLETE NAME and STREET ADDRESS for our records. We cannot print your ad until we have this information in our files.

3. WE CANNOT ACCEPT ANY ADS to be answered in care of a box number at our office.

4. HOW TO COUNT WORDS: Each word or initial in name and address must be counted as a word: (e.g., John E. Jones, East Main St., counts as SIX words). However, P.O. Box 9 counts as THREE words. City, standard 2-letter state abbreviation and zip code together count as TWO words. Telephone number (including area code) counts as one word.

5. RATES are based on average net paid circulation, effective with the issue specified in the Magazine's current rate card, billed to the nearest quarter inch. These rates are subject to change without notice.

6. FREQUENCY DISCOUNTS are based on number of insertions placed within a 12-month period. Short rates or rebates will apply if advertiser earns rate different from that paid or billed. Advertisers will be billed for difference if cancellation earns a higher rate.

7. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers), for changes made after closing dates or for any error in ad due to illegible writing on your order. Requests for adjustments must be received within 2 months of publication.

8. The Publisher may reject or cancel any advertising for any reason at any time. Only publication of an advertisement shall constitute final acceptance of an order, but does not constitute an agreement for continued publication. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

9. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. Advertiser agrees to handle mail orders promptly. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold harmless the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.

10. It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine. In consideration of the Publisher's reviewing for acceptance, or acceptance of any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

11. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of the Magazine's rate card will be binding on the Publisher. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine will be treated as a position request only and cannot be guaranteed. The Publisher's inability failure to comply with any such condition or request shall not relieve the agency or advertiser of the obligation to pay for the advertising.

12. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

13. The Magazine is a member of the Audit Bureau of Circulations.

LIABILITY FOR ERRORS OR OMISSION SHALL NOT EXCEED AMOUNT PAID FOR THE AD DISCOUNTS FOR PREPAID ADVERTISING SCHEDULES

5% DISCOUNT: Advertiser places ads to run in 6-10 issues in a 12-month period.

10% DISCOUNT: Advertiser places ads to run for 11 consecutive issues.

To earn the discount, advance payment is required for all ads scheduled. Ad copy must accompany order. Ads may be paid by check or charged to a major credit card.

ADVERTISERS WILL BE BILLED FOR DIFFERENCE IF CANCELLATION EARNS A HIGHER RATE