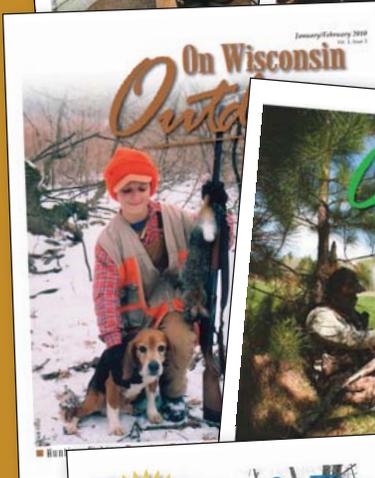
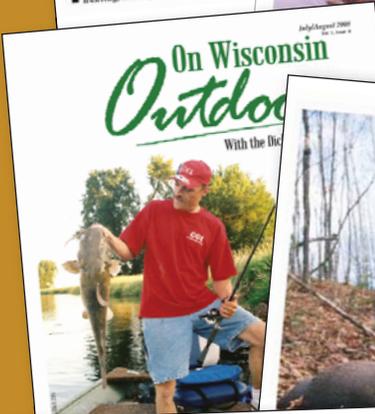


# Want to hook your target?

MEDIA PLANNER



- with the Dick Ellis Experts
- River Smallmouth
  - The Western Cocker
  - Whitewater & Suburban
  - Summer Fresh
  - Cuts & Curves
  - Product & Pick
  - Dog Talk
  - Serpents & Snakes

- with the Dick Ellis Experts
- A Bear For The Book
  - The Northern Wisconsin
  - Midwest Whitetails
  - Blood Brothers Outdoors
  - Dog Talk
  - Serpents & Snakes
  - Wisconsin's Winter Wolf

- with the Dick Ellis Experts
- Learning From The Mix
  - Kayak Riding Wisconsin
  - Canine On The Road
  - Dishes Of A Wisconsin
  - Tackling The
  - Flyfishing Wisconsin
  - Flyfishing Outdoors
  - Serpents & Snakes
  - When The Road Calls
  - We've Got A Monster

- with the Dick Ellis Experts
- Backwater Bunkies
  - Superior Wisconsin
  - With Gratitude To The
  - Big Troutback On Top
  - Explore Wisconsin
  - A New Guide
  - Late, Great Spring Cobblers
  - No Boat, No Problem
  - Lakes & Utes
  - Serpents & Snakes
  - Heartland Outdoors



PRINT ADVERTISING | WEB ADVERTISING

The hook and bullet publication that targets your consumer directly from the fields and waters of Wisconsin

Pro Line has been advertising with On Wisconsin Outdoors for over a year now and we couldn't be more pleased. They offer so many different ways to get our product seen throughout the paper. We have been able to take advantage of the no cost banner ads and submitted items for the Product 6-Pack. We were also lucky enough to have an article written about our products which worked out just great. This has been a good fit for Pro Line to advertise in and introduce our product to consumers who may not have been familiar with the Pro Line name.

–Ellen Campbell, Marketing Director  
Pro Line Manufacturing



On Wisconsin Outdoors is published by syndicated outdoor columnist and field photographer Dick Ellis. He is a seven time national award winner since 2004 in Outdoor Writers Association of America (OWAA) competition, including three first place awards in the humor and technical categories. His column is produced weekly from the field without exception and is carried by 45 Wisconsin newspapers. A network of more than 60 outdoor professionals makes OWO a must read for the Wisconsin outdoor hook and bullet enthusiast.

*“Thanks to Dick Ellis (On Wisconsin Outdoors magazine) and his excitement driven writing style, that reaches the hearts, and intrigues the minds of sportsmen and sportswomen across the country, I am experiencing endless money making opportunities that showcase my talents. Take it from me ... if you have a sports related item to sell, or a hunting or fishing event to advertise you cannot go wrong putting it in OWO. I love the heightened exposure I get from my ongoing advertising. Customers call me every day from this ad!”*

–Bob J. Mercier, Author/Inventor/Instructor  
DOMINANCE IS EVERYTHING ... To a  
Monster Whitetail Buck!



## PRINT ADVERTISING

### DISPLAY AD RATES

		BW	4C
Inside Front Cover	9.25" x 11"	n/a	\$1650
Inside Back Cover	9.25" x 11"	n/a	\$1650
Outside Back Cover	9.25" x 11"	n/a	\$1650
Full Page	9.25" x 11"	\$1100	\$1250
3/4 Page	6.875" x 11"	\$ 950	\$1050
1/2 vertical	4.5" x 11"	\$ 650	\$ 725
1/2 horizontal	9.25" x 5.375"	\$ 650	\$ 725
1/4 vertical	4.5" x 5.375"	\$ 350	\$ 400
1/4 vertical tall	2.125" x 11"	\$ 350	\$ 400
1/4 horizontal	9.25" x 2.75"	\$ 350	\$ 400
1/8 vertical	2.125" x 5.375"	\$ 200	\$ 250
1/8 horizontal	4.5" x 2.75"	\$ 200	\$ 250

Total Circulation 50,000  
Bi-monthly publication  
Page size = 10.75" wide x 12.5" tall

For specific production requirements, go to  
[www.onwisconsinoutdoors.com](http://www.onwisconsinoutdoors.com) or contact the  
Advertising & Production Department  
E-mail [ads@onwisconsinoutdoors.com](mailto:ads@onwisconsinoutdoors.com)

## ONLINE & PRINT ADVERTISING

### “EXPLORE WISCONSIN” PARTNERSHIP

placing the tourism spotlight  
on your business for **\$50/mo.**

25% Discount On Display Advertising  
25% discount on display advertising  
placed in On Wisconsin Outdoors.

#### “Teaser” Print Listing

“Teaser” print listing in On Wisconsin Outdoors to showcase your events and entice our readers to your website.

#### Online Posts Of Your Outdoor Reports

Online posts of your fishing, hunting or other outdoor reports and announcements each week on [OnWisconsinOutdoors.com](http://OnWisconsinOutdoors.com).



Showcase your business on our  
interactive map web page at  
[OnWisconsinOutdoors.com](http://OnWisconsinOutdoors.com).

#### Online listing & Web Link

Online listing in the county of your choice providing a link to your website.



Wisconsin boasts **1.4 million hunting and fishing license holders—**  
allow us to introduce you to them!

**On Wisconsin Outdoors targets your consumer directly from the fields and waters of Wisconsin ...**

**On Wisconsin Outdoors is a high-quality outdoor newspaper and website produced by professional outdoor writers, guides, and photographers targeting the outdoorsmen and women who love to hunt and fish.**

We are Wisconsin's hunting-fishing-trapping-travel-and-outdoor-humor newspaper delivered at no cost to your consumer. 50,000 copies of each issue of OWO are distributed throughout Wisconsin and northern Illinois. Fifteen Gander Mountain stores spearhead that distribution effort, but more than 650 other Wisconsin businesses carry OWO too. With a 97 percent pick-up rate, it's no secret that having OWO on the shelf invites consumers in the door.

On Wisconsin Outdoors provides our readers with quality outdoor writing and photography that allows them to step into the field ... even when they're in the office.

Quality is a sales "gimmick" that works. On Wisconsin Outdoors will work for you.

## On Wisconsin Outdoors— as diverse as our seasons

Each issue focuses on hunting, fishing, shooting, guns, dog training, outdoor-based travel, outdoor product reviews, kids in the field and a little humor.

**Product 6-Pack.** Introduces new field products from America's established and fledgling outdoor companies.

**Recipes by Suzette.** So good, and enough to make any successful hunter or angler reach for OWO. By Gourmet Wildlife Chef Suzette Curtis.

**Cub's Corner.** Professional Outdoor Journalist Tom Carpenter makes introducing that young person in your life to hunting and fishing easy, fun, and successful.

**Fly Fishing Wisconsin.** By Professional outdoor journalist and fly fishing expert Jerry Kiesow.

**Dog Talk.** By dog training expert, book author and magazine canine editor Kevin Michalowski.

**Surplus Firearms.** By award-winning Wisconsin journalist S. Wilkerson.

**Bruce Cochran Cartoons.** Outdoor humor from the brain of nationally acclaimed cartoonist and author Cochran.

**On Wisconsin Outdoors.** Written by traveling syndicated outdoor columnist Dick Ellis.

**On Wisconsin Waters.** By Professional Outdoor Writer Terry Bitz.

**Shore Bets.** Don't have a boat? Catch lots of fish with Dave Sura, a true expert on inland lakes, Great Lakes Harbor, and tributary fishing.

**Women of the Outdoors.** Our team of women columnists brings a new perspective to a large and growing audience.

A network of more than 60 outdoor professionals guides, among the very best in Wisconsin, make OWO a must read for the outdoor hook & bullet enthusiast. To meet our hunting and fishing experts or to read every issue we've ever published, connect with [OnWisconsinOutdoors.com](http://OnWisconsinOutdoors.com).

*"On Wisconsin Outdoors delivers an excellent targeted audience for the statewide network of Suzuki Motorcycle and ATV dealers. The Wisconsin based nature of the stories written by Wisconsin journalists and guides reaches a large consumer market. Highlighting the many ATV trails and promoting all the outdoor activities available in Wisconsin definitely helps sales and maintains Suzuki's position as 'First on 4 Wheels.'"*

—Ron Klimcke, Sr. Asst. Regional Sales Manager  
American Suzuki Motor Corp.

## EDITORIAL CALENDAR

The themes and regular features by our columnists and professional guides correlate with the Wisconsin hunting seasons to meet the needs of your advertising campaign.

### JANUARY-FEBRUARY

*Sticking It To Them: Winnebago sturgeon spearing*

*Perch Platter: If you want jumbo fish ... use a jumbo lure*

*Without A Paddle: Hike in duck hunts something to plan for in 2011*

*Four Legged Heroes: Recover that deer with blood trailing dogs*

*Fast And Furious: Southern Wisconsin's best bluegill waters*

*On Wisconsin Rivers: Don't put that walleye boat away yet*

### MARCH-APRIL

*Trophy Whitetail: Pre green-up scouting starts now*

*15,000 Wisconsin Lakes: Battle strategies for fishing new water*

*Surplus Firearms: Don't tread on me*

*Dog Talk: And the best hunting dog is ... yours*

*Not Just Walleye: Tips for boating sauger*

*Product Pack: Great gear for the woods, fields and waterways*

### MAY-JUNE

*Food Plot Plans: Plant now to cultivate fall bucks*

*Small Water Muskies: Less territory, big fish results*

*The Morel Of This Story: Finding and preparing a mushroom delicacy*

*Perch Secrets: Rappin' for Jumbos*

*Tagging Tom Twice: Shooting gobblers with gun, game-cam*

*Invasive Species: Attacking the Attackers*

### JULY-AUGUST

*The Hunt for Snaggle Tooth: Will the tag be fixed to the monster bear of Bayfield County?*

*River Flathead Frenzy: Secrets for quality cats and lots of 'em*

*Rowing The Deep: Trolling brings big walleyes, muskies*

*Nocturnal Lake Michigan Salmon Assault: Now that's a shore bet*

*Good Mourning! Dove hunt means great early dog work*

*Invasion Of The Terrestrial: Flyfishing timing, presentation essential to success*

### SEPTEMBER-OCTOBER

*Early Goose Season: Head north, young man and lose the competition*

*Fall Sturgeon: Giant returns on hook & line*

*Harboring Fall Browns: Corral that monster trout*

*A Wisconsin Bear Camp: Will yet another 600-pounder show?*

*Tagging The Biggest Buck in Town: Deer dominance revisited*

*Fall Back To Surface Baits: Muskies on top*

### NOVEMBER-DECEMBER

*The Frozen Jungle: More lessons from a veteran trapper*

*The Suburban Whitetail Rut: Swingsets, swimming pools and big bucks*

*The Hike-in Duck Hunt: Up a creek without a paddle*

*Gun Season Deer Forecast: 650,000 hunters set to invade Wisconsin*

*Cold Weather, Trophy Pike: Open water northern*

*Fishing the Edge: Secrets for Green Bay's monster muskies*

.....  
"As an advertiser, we find On Wisconsin Outdoors to be a well presented publication. There are always excellent informative stories. Customers enjoy picking up the issues to see what's new and look for tips. Dick and his people are great to work with and try to help us out whenever they can.  
.....

—Dave Kahler, Owner  
Dave's Turf & Marine

## CONTACT US TODAY TO PLACE YOUR ADVERTISING

### ADVERTISING:

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Dick Ellis, Publisher

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PHONE: 262.549.5550 EMAIL: [ellis@onwisconsinoutdoors.com](mailto:ellis@onwisconsinoutdoors.com)

# OnWisconsinOutdoors.com