



WYOMING OUTDOORS

The
Official Publication of the
Wyoming Outfitters & Guides
Association



WHY ADVERTISE IN WYOMING OUTDOORS?

Proven: Year after year, the *Wyoming Outdoors* Publication has proven to be an informative, colorful and insightful look at big game hunting and summer activities offered by outfitter and guide members of WYOGA. *Wyoming Outdoors* is saved and used as a planning resource by hunters who plan to hunt Wyoming.

~~72,000~~ **Over 120,000 in Readership:** *Wyoming Outdoors* has an audience comparable to other national outdoor magazines. Our readership has over 120,000 Wyoming Preference Point holders who will hunt Wyoming in 2022 or the near future.

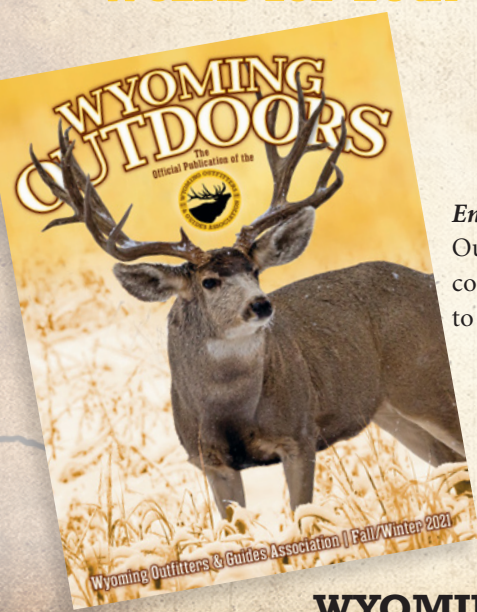
Non-Resident Hunters Targeted: *Wyoming Outdoors* is mailed to non-resident sportsmen who are dedicated, committed hunters who are proven consumers of hunting and outdoor products and services.

Low Cost per Contact: A full page, full color ad in *Wyoming Outdoors* costs .04 cents for each contact. National publications print a larger circulation, but do they really reach your targeted audience? *Wyoming Outdoors* does! **Our current circulation is 100,000**

Sport Shows & Web: *Wyoming Outdoors* is distributed at various sport shows such as the Safari Club International convention and the Shot Show with SCI. The *Wyoming Outdoors* publication is distributed to sportsmen from all over the world from requests through WYOGA's *New and Improved* website. www.wyoga.org

It's the Largest: *Wyoming Outdoors* is the largest Wyoming outfitter publication serving the interests of the Outdoor Sportsmen. Hunters eagerly look forward to receiving it every year plus it has a long shelf life. It works!

Works for You: Plan to advertise and capitalize on this audience to promote your business.



Smart Sportsmen Love a Smart Publication!

Enclosed for review, please find a complimentary copy of WYOGA's 2021-2022 "Wyoming Outdoors" publication along with media information. To reserve an ad or ask questions, please contact me at WYOGA's office, 307-265-2376 or by email at wyoga@wyoga.org. I'm looking forward to discussing how the *Wyoming Outdoors* publication can be put to work for your business.

On behalf of WYOGA, I thank you in advance for considering advertising in the Wyoming Outdoors.

Sincerely,

Laurie Alexander, WYOGA Administrator

WYOMING OUTFITTERS & GUIDES ASSOCIATION

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WYOGA Advertising Testimonials

"I cannot begin to think of where our business would be without the advertising that is provided to WYOGA members. This publication reaches the hands of EVERY person that applies for a Wyoming license as well as those that are purchasing preference points. Compared to other print advertising, this is the most economical and direct advertising that one could find. This is direct advertising to people that are already planning on hunting in the State of Wyoming! This is a quality advertising piece that delivers results."

Carlton Loewer

Black Powder Guest Ranch / C 4 Outfitters / Camp Creek Outfitters

"As WYOGA outfitter members, we are fortunate to have a truly "world class" publication in the *Wyoming Outdoors!* This is the finest publication of its kind, showcasing the premier outfitters of the great state of Wyoming! It is a ready reference of the 'who's who' in top notch big game outfitters throughout Wyoming!

With such an impressive number of these collectible magazines going out to the non-resident traveling hunters that are already participating in the preference points program, this is the single most valuable advertising tool available to any outfitting business! I cannot imagine a better bang for your advertising buck, than the WYOGA's *Wyoming Outdoors!*"

Jim and Deb Schell | *Rough Country Outfitters & Guides*

"Over the years of advertising different ways to attract hunters to come hunt with my operation I was concerned about Wyoming outdoors prices and if it was benefitting my operation. Well I started to ask hunters who called and who hunted with me on where they found me and 75% of them found me from the *Wyoming Outdoors*. It now sells most of my limited quota elk hunts. An outfitter can't really ask for more to have a magazine go to nonresident hunters who have been investing their money into Wyoming through the points system."

Tyler Sims | *Tyler Sims Outfitting LLC*

"The reason I advertise in the *Wyoming Outdoors* Magazine is simple, it drives customers to my business. Whether it be to my website or phone calls since I started advertising with in the magazine the amount of inquiries has doubled for my business. This magazine goes out to the consumers who are looking for services I provide. So for the money and the response I get back from it, this is by far my best advertising I do. Hands down!!"

Carl Sauerwein | *Boulder Basin Outfitters*

"I have advertised in the *Wyoming Outdoors* for many years now and have seen some huge benefits from keeping my ad in the publication. We bought a new camp in 2007 and the directory was a huge part in making that camp a success. It is still the only advertising vehicle that targets the people that are for sure interested in hunting or vacationing in Wyoming. The thing about this is you never really know when it's going to payoff, for instance just last week I received a letter from an elk hunter that has 5 points and looking for an outfitter for fall of 2017, in his letter he very clearly states that he found us in *Wyoming Outdoors* and has been watching our ads for years, and I got him booked. I try to ask all of the people that inquire with us where they found us and a big portion of them that have points say they found us in this publication. I feel that it's still the best advertising dollar I spend each year. We are not fielding the phone calls from it that we were say 5 years ago but the hunters that call are usually ready to book and can book because they have points. I would like to ask that the other advertisers please ask people when they call you where they found you that is the only way you will ever know what advertising dollar is working for you. So to sum it up, as long as I am an Outfitter in Wyoming you will see my ad in *Wyoming Outdoors*."

Todd Stevie | *Thomson Outfitters*

"As a Wyoming outfitter and business owner some of my best advertisement has come from the full page ad we put in the *Wyoming Outdoors* publication. There has been years that I have booked hunt after hunt off of the ad we run in the publication. The most valuable advertising I have ever done is putting a full page ad each year in the publication. Every hunter that is buying points and looking at hunting in Wyoming is seeing my full page ad and it shows in our bookings each year. This is an investment any outfitter and business owner can't pass up."

Dustin Child | *Trophy Mountain Outfitters*

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Fall/Winter 2022 Advertising Rates

(Full Circulation: 100,000)

Ad Size	2022 Ad Rate (Must Reserve by September 1, 2022)	Down Payment
1/4 Page	\$1,375.00	\$100.00
1/2 Page (Horizontal)	\$2,095.00	\$300.00
1/2 Page (Vertical)	\$2,095.00	\$300.00
Full Page	\$3,550.00	\$500.00
Front/Back Inside Cover	\$3,825.00	\$500.00

RESERVATION DATE: The final deadline for reserving an ad is **Sept. 1, 2022**. The balance of your ad will be due by **Sept. 15, 2022**.

MATERIALS DATE: All ad material will be due **October 15, 2022**.

TO RESERVE AN AD: Please contact Laurie Marcovitz, Administrator at 307-265-2376 or mail the order form to the WYOGA office. A down payment is requested at the time of reserving your ad. VISA/Mastercard is accepted for phone orders. Please make your checks payable to WYOGA.

GUIDELINES FOR ADVERTISING IN WYOMING OUTDOORS:

- Pictures and advertisements must pertain strictly to Wyoming outfitted activities.
- Promoting hunting in states other than Wyoming is prohibited.

Advertising Order Form

Name _____ Company _____
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Website _____

Quantity	Ad Size	Ad Rate	Down Payment	Total

WYOGA Yellow Pages Listing (\$20 each)
 STYLE of Listing Option 1 w/street Option 2 w/web

Dude and Guest Ranches Fishing Fly Shops Horseshoeing
 Lodging Meat Processors Pack Trips Restaurants Saddles & Tack
 Sporting Goods Stores Taxidermists Trail Rides

Check Enclosed # _____ for \$ _____ **Subtotal**
 VISA for \$ _____ MasterCard for \$ _____ **Balance Due**

Credit Card # _____ Card Expiration Date _____ CCV Number _____ Zip Code _____

Date _____ Authorized Signature _____
Make checks payable to: WYOGA, P.O. Box 2650, Casper, WY 82602

CERTIFICATION AND AGREEMENT

I, _____, certify that (1) I have read and agree to the terms of advertising in the 2022 Wyoming Outdoors publication; (2) I am complying in all respects with the terms and deadlines for reserving and paying for the ad reserved.

Signature of Advertiser: _____ Date: _____



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Fall 2022 Advertising Material Requirements

AD DIMENSIONS:

Full Page (w/ 1/8" bleed) - Cover Pages only 8.25"w x 10.375"h

* Trim size = 8"w x 10.125"h

• Live Matter must be 3/8" from trim edge

Full Page (no bleed) - Inside Pages..... 7"w x 9.375"h

1/2 Page Horizontal 7"w x 4.625"h

1/2 Page Vertical..... 3.4375"w x 9.375"h

1/4 Page.....3.4375"w x 4.625"h

DIGITAL FILE REQUIREMENTS:

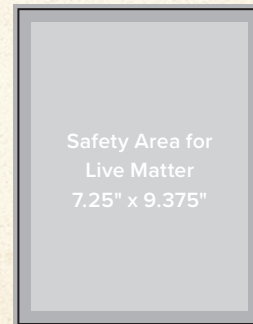
- Acceptable Media: CD, DVD.
- Programs Supported (Mac & PC): InDesign, Quark, Illustrator, Photoshop.
- File Formats: Preferred format is Acrobat PDF/x-1a (All fonts embedded / CMYK / 300dpi). Tiff, Maximum Quality JPEG, and EPS accepted. Low quality JPEG or any GIF Files are NOT Accepted.
- All files must be CMYK or Grayscale (no RGB) at no less than 300 pixels per inch (resolution). Adjust Images for Glossy Stock. All Line Art (Black & White) Scans must be no less 900ppi (1200ppi preferred) and saved in Photoshop's Bitmap Mode as a TIFF or EPS.
- All fonts must be included. If file was built in Freehand or Illustrator please convert text to paths.
- File Naming: please use advertiser name.
- Please include an Accurate Color Proof with File or note that one will not be supplied.

Technical Questions / Send Ad Files to / Upload Instructions – contact:

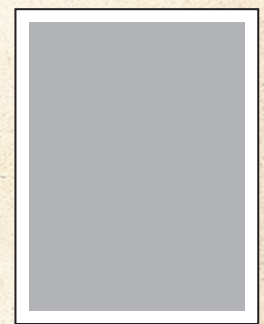
Mark Schuler, ProDesign
1131 13th Street, Suite 205, Cody, WY 82414
(307) 587-5974
marks@prodesignwyo.com

Graphic Design Service:

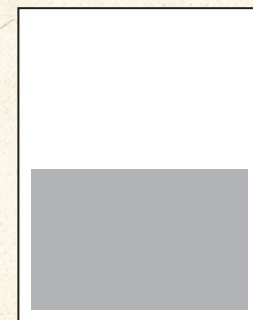
Mark Schuler/ProDesign is available to create your ad if needed. Design is billed out at \$80.00 per hour. All costs incurred in having Mark Schuler design your ad, will be the responsibility of the advertiser.



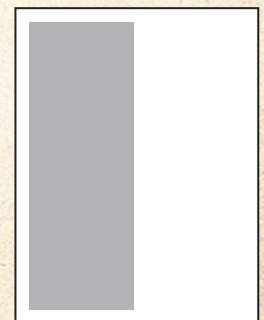
FULL PAGE w/BLEED (COVER PAGES ONLY)
8.25"w x 10.375"h
(Trim Size plus Bleed)



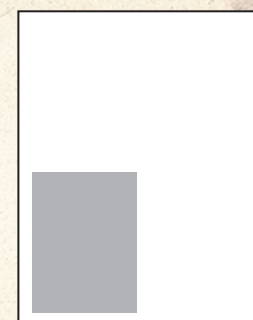
FULL PAGE NON-BLEED
7"w x 9.375"h



1/2 PAGE HORIZONTAL
7"w x 4.625"h



1/2 PAGE VERTICAL
3.4375"w x 9.375"h



1/4 PAGE
3.4375"w x 4.625"h

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Advertise in the WYOGA Yellow Pages Section

WYOMING OUTFITTERS & GUIDES ASSOCIATION
WYOGA YELLOW PAGES

CASPER REGION

FLY FISHING TRIPS
WILD MAN ADVENTURES (86011) www.wildmanadventures.com • 435.757.2054

LODGING
BEST WESTERN PREMIER IVY INN & SUITES 1800 8th St., Cody, WY 82414 • 307.587.2572
BEST WESTERN SUNSET INN 1601 8th St., Cody, WY 82414 • 307.587.4265
WHEELS OF WONDERMENT CAMPGROUND & CABINS - 1 Streamside Drive, Wapiti, WY 82450 • 307.586.1842
YELLOWSTONE MOTEL 247 Greybull Ave., Greybull, WY 82426 • 307.765.4456

MEAT PROCESSORS
HY-COUNTRY WILD GAME PROCESSING 4704 W. Yellowstone Hwy., Casper, WY 82601 • 307.237.5379
PAT'S MEAT PROCESSING 702 South 6th Ave., Casper, WY 82604 • 307.237.7549

PACK TRIPS
BOULDER BASIN OUTFITTERS (86164) www.wyomingsummerpacktrips.com • 307.587.3404
WYOMING WILDERNESS OUTFITTERS (86178) www.wyomingwilderness.com • 307.754.4320 / 307.272.6635

RESTAURANTS
EIGHTH STREET 1800 8th St., Cody, WY 82414 • 307.587.2572

TAXIDERMISTS
DEWEY WILDLIFE STUDIO, LLC 3538 Cottonwood Ave., Cody, WY 82414 • 307.587.4863
THE BEETLE BARN, SKULL CLEANING SERVICES Edwells@ctwest.net • 307.899.9400

GILLETTE REGION

LODGING
BEARLODGE MOUNTAIN RESORT 1615 E. Cleveland St., Sundance, WY 82729 • 262.689.8547
CANDLEWOOD SUITES 904 Country Club Road, Gillette, WY 82718 • 307.682.6100
HOLIDAY INN EXPRESS HOTEL & SUITE 1908 Cliff Davis Drive, Gillette, WY 82718 • 307.686.9576

MEAT PROCESSORS
CAA MEATS 104 N. 11th Street, Sundance, WY 82729 • 307.283.2505

RESTAURANTS
BUFFALO JUMP SALOON & STEAKHOUSE 5877 Old Hwy. 14, Beulah, WY 82712 • 307.283.1499
OLD CHICAGO 1100 E Bonecker Rd., Gillette, WY 82718 • 307.682.3303

SPORTING GOODS
SPORTSMAN'S WAREHOUSE 91 Town Center Drive, Gillette, WY 82718 • 307.622.9100

CODY REGION

FISHING TRIPS
BOULDER BASIN OUTFITTERS (86164) www.wyomingsummerpacktrips.com • 307.587.3404
DOWN WIND OUTFITTERS 17 Red Rock Butte Road, Ten Sleep, WY • 307.431.9042
WYOMING WILDERNESS OUTFITTERS (86178) www.wyomingwilderness.com • 307.754.4320 / 307.272.6635

JACKSON REGION
CODY REGION
SHERIDAN & GILLETTE REGION
CASPER REGION
PINEDALE REGION
LANDER REGION
GREEN RIVER REGION
LARAMIE REGION

YELLOW PAGES

1-800-438-2121 **TEGELER** www.tegelerinsurance.com

Another great opportunity for your customers to find your business – The WYOGA Yellow Pages! It is a fast, efficient way for anyone to find your Wyoming Outdoor business in any region. Below is an actual size sample of the WYOGA Yellow Pages (the graphic to left is a generic mockup of the Directory page reduced 65%).

Two STYLES for Displaying your Listing

YOUR REGION

YOUR SECTION(S)

- CHOOSE – STYLE OPTION 1:**
BUSINESS NAME 1234 First St, City Name..... 307-555-1212
- OR CHOOSE – STYLE OPTION 2:**
BUSINESS NAME Website 307-555-1212

The WYOGA Yellow Pages will advertise (\$20 per listing) any business within these twelve categories:

- Dude and Guest Ranches
- Fishing
- Fly Shops
- Horseshoeing
- Lodging (Motels, Bed & Breakfast & Campground)
- Meat Processors
- Pack Trips
- Restaurants
- Saddles & Tack
- Sporting Goods Stores
- Taxidermists
- Trail Rides

Contact Laurie Marcovitz at WYOGA for more information.

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