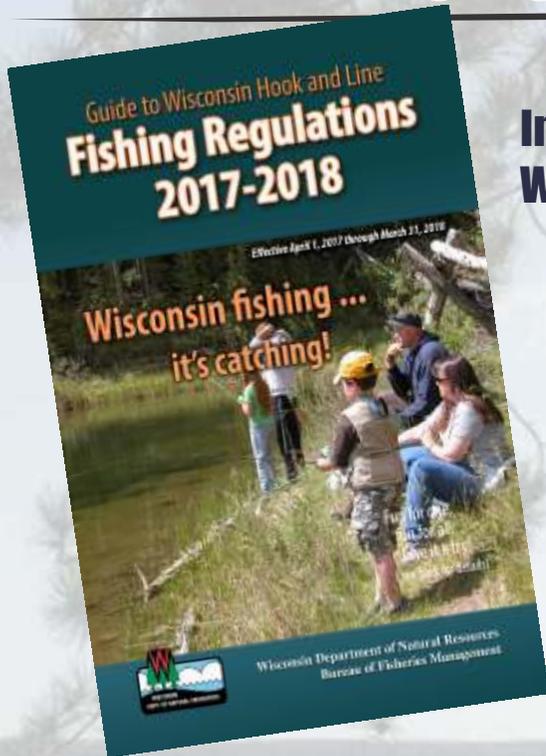


# Advertise in the Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018

**Set your Hook.  
Reel in the Reward!**



## Introduce your business to Wisconsin's angling community

- **Over 1.25 million licenses issued annually (9th highest in the nation)**
- **Average Wisconsin angler fishes for 18 days a year**
- **1.4 billion annual direct expenditures for fishing trip-related equipment**
- **2.3 billion fishing related economic activity**
- **3rd ranked nonresident fishing destination**

### Powerful Circulation

- ☛ Distributed directly to over 1300 license vendors
- ☛ Major Regional Sport Shows
- ☛ DNR Central, Regional, and Service Center offices
- ☛ Wisconsin Department of Tourism
- ☛ Major sporting goods retailers

### Perfectly Timed

- ☛ Annual print cycle - Your business message will be present for the entire fishing season. Distribution begins early in the year to capitalize on the angler's growing anticipation of the coming season. The regulation pamphlet is then kept and referred to throughout the year for season guidelines, bag and length limits.

### Supporting the Sport

- ☛ Your inclusion in the Guide to Wisconsin Hook and Line Fishing Regulations reduces printing costs and enables more funding to go directly back into Wisconsin fisheries management.

### Value/Cost

- ☛ The fishing regulations pamphlet costs as little as \$3.50 to \$5.50 per thousand readers \*. Backed with high demand circulation, the pamphlet is one of the most effective ways to reach Wisconsin's profitable angling market. (\* based on half page/full page color ad rate per 1,200,000 readers)

**(Please see the offer process, placement and technical information on inside)**



**Fish on... Wisconsin**

**Advertising sales inquiries: [karl.scheidegger@wisconsin.gov](mailto:karl.scheidegger@wisconsin.gov)**

# Advertising in the *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018*

**Notice:** This is an official state government publication. The Wisconsin Department of Natural Resources has limited the amount of advertising space available in the *Guide to Wisconsin Hook and Line Fishing Regulations*. Advertising is sold with a price offer process on an “availability” basis. Advertising revenue is used to offset the cost of development, printing and distribution for the Department of Natural Resources.

## THE ABRIDGED ADVERTISING PROCESS

- 1** The Department of Natural Resources (DNR) agrees to rent ad space in the *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018*.
- 2** All advertising copy is subject to approval by the DNR. The DNR reserves the right to select or reject advertisers based on the content and compatibility with the mission and goals of the DNR.
- 3** Sixteen (16) pages will be available for advertising content. Each page will have a minimum price for a specific advertisement size and location. Space will be awarded based on the highest offered price.
- 4** Each offering party will have the opportunity to offer prices on three (3) locations indicating preference as first, second, and third (1st, 2nd, 3rd). No single offering party will be awarded more than two (2) spaces based on offers collected.
- 5** When making an award for a specific page or location, preference will be given to the ad that is larger in size. If two or more parties offer the same price for the same size for the same location, the Department may break the tie with a coin flip.
- 6** An offering party must submit a complete sealed offer by the deadline for submission date (see **Production Schedule and Time Lines**).

A detailed **Advertising Agreement** may be requested from: Bureau of Fisheries Management, 101 S. Webster St., P. O. Box 7921, Madison, WI 53707-7921  
or available on-line at  
[dnr.wi.gov/topic/fishing/outreach/advertisingfishregulations.html](http://dnr.wi.gov/topic/fishing/outreach/advertisingfishregulations.html)

### PRODUCTION SCHEDULE and TIME LINES

Advertising the opportunity	March-August 2016
Official notice of offers	September 1, 2016
Deadline for SEALED price offers	December 2, 2016
Approval and award to successful party	December 9, 2016
Signed agreement received by publisher	December 16, 2016
Payment in full for successful offer	December 16, 2016
Final approved artwork to publisher	December 23, 2016
Pamphlet sent to printer	January 8, 2017
Distribution	February 19, 2017

### MECHANICAL/PRODUCTION DATA

Ad Sizes (no bleeds except back cover)	Width x Height
Full Page	4-1/4 x 7-1/2"
Half Page (horizontal format)	4-1/4 x 3-1/2"
Half Page (vertical format)	1-7/8" x 7-1/2"
Quarter Page (horizontal format)	3-1/2 x 1-1/2"
Quarter Page (vertical format)	1-7/8" x 3-1/2"
Eighth Page	1-7/8" x 1-1/2"
Center Spread	9-1/2 X 7-1/2"
Back Cover (bleeds)	5-3/8" x 8-3/8" plus 1/8" bleed (allow 1/4" margin within image area for trim variances)

### MECHANICAL/PRODUCTION DESCRIPTIONS

The *Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018* pamphlet has a finish trim size of 5.5" x 8.5"; printed non-heatset web; 4-color process on cover and pages available for advertising, remaining pages black ink, saddle-stitched; 88 pages self cover, 30# recycled newsprint, brightness of 59.

Advertisement material should be submitted as Adobe In-Design (Cs6), Photoshop or Illustrator documents, jpg. files at 300 dpi, and/or PDF files prepared and formatted for printer. Art elements at 300 dpi or greater resolution, 100% of original size, supplied via CD or DVD and all art files, fonts, etc. included. Hard-copy proofs at 100% size to match each supplied digital file must be provided

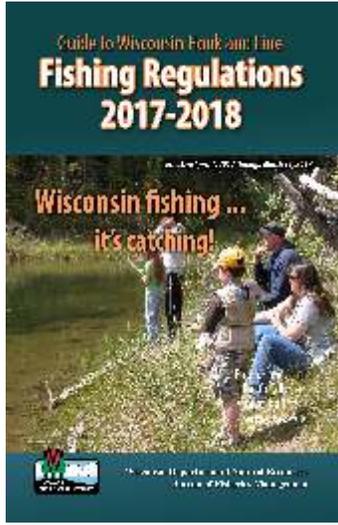
All ads must include the statement “**paid advertisement**” in small type somewhere in the ad.



<http://dnr.wi.gov/u/?q=117>

# Advertisement dimensions, cost and location in the Guide to Wisconsin Hook and Line Fishing Regulations, 2017-2018

**BACK COVER**  
5-3/8" x 8-3/8"  
(plus 1/8 full bleed)



minimum bid  
\$14,000

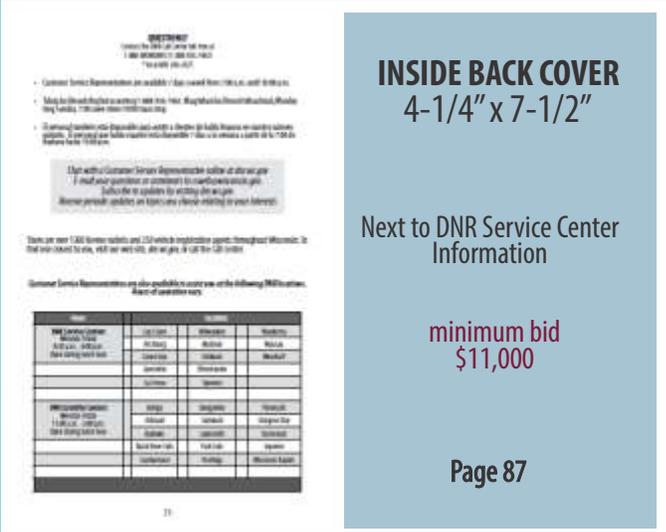
Page 88

**INSIDE BACK COVER**  
4-1/4" x 7-1/2"

Next to DNR Service Center Information

minimum bid  
\$11,000

Page 87



**CENTER SPREAD**  
9-1/2" x 7-1/2"

minimum bid  
\$16,000

Page 44-45

**FULL PAGE**  
4-1/4" x 7-1/2"

minimum bid  
\$7,000

Pages 12, 13, 24, 25, 34, 35, 54, 55, 76, 77 and 87

**HALF PAGE**  
4-1/4" x 3-1/2"

minimum bid  
\$4,000

Pages 24, 25, 34, 35, 55

Quarter page  
vertical  
1-7/8" x 3-1/2"

minimum bid  
\$1,500

Page 64

**INSIDE FRONT COVER**  
4-1/4" x 7-1/2"

Next to How to Use the Pamphlet Section

minimum bid  
\$12,000

Page 2



Half page  
vertical  
1-7/8" x 7-1/2"

minimum bid  
\$3,000

Quarter page  
verticle  
1-7/8" x 3-1/2"

minimum bid  
\$1,500

Half page  
horizontal  
4-1/4" x 3-1/2"

minimum bid  
\$4,000

Quarter page  
3-1/2" x 1-1/2"

minimum bid  
\$1,500

Eighth page  
1-7/8" x 1-1/2"

minimum bid  
\$500

Page 65

# Fishing Wisconsin by the Numbers

## THE ECONOMIC IMPACT

- Fishing generates a \$2.3 billion economic impact in Wisconsin and supports more than 21,500 jobs.
- Sales for fishing trip-related equipment generate \$1.4 billion in direct expenditures.
- 337,000 nonresident anglers fished in Wisconsin in 2011, spending a total of 6.7 million days and \$211 million on retail goods.

## THE ANGLERS

- Fishing is one of the state's most beloved pastimes -- fully 53 percent of Wisconsin adults said they fish in a 2009 UW-Madison Badger poll. Wisconsin annually sells about 1.25 million fishing licenses to adult anglers.
- Anglers spent 15.3 million days fishing and took 10.7 million trips in Wisconsin in 2011.
- Nonresident anglers spend more days fishing in Wisconsin than any other state but Florida and Michigan.

## THE FISH

- Anglers annually catch 88 million fish and keep 33 million fish of all kinds in Wisconsin, releasing the rest to challenge anglers another day.
- The musky is the state fish. In 2010, Muskies, Inc. members reported catching and releasing 72 muskies that were 48 inches or larger from Wisconsin waters.
- Walleye are Wisconsin anglers' favorite targets, followed by bass. Collectively, panfish are caught most frequently.
- By far, most Wisconsin fish are the result of naturally reproducing populations. But the DNR typically raises and stocks about 12 million fish of larger sizes.
- The sturgeon is the state's largest, and longest-lived fish; in fact, the world record sturgeon taken by hook and line was a 170-pound, 10-ounce giant hauled from Wisconsin's Yellow Lake in Burnett County in 1979. The state record for a speared sturgeon was set in 2010, when a 212 pound sturgeon was speared on the Lake Winnebago system.

## THE WATERS

- 15,081 inland lakes, 42,000 miles of perennial streams and rivers, 1,000 miles of Great Lakes shoreline, and 260 miles of the Mississippi River.
- Wisconsin boasts 13,176 miles of trout streams, with 5,400 of them high quality, Class 1 trout streams.
- More than 90 percent of Wisconsin waters are supported entirely by natural reproduction resulting from good aquatic habitat.