

# Outdoor Writers Association of America

## Advertising Opportunities

Advertising in OWAA publications puts you in front of more than 750 working professionals of the outdoors press and 160 companies or organizations whose focus is enhancing the outdoor experience.

The words, images and videos produced by OWAA's members reach some 45 million readers, viewers and listeners who are involved and invested in the outdoors.

To book ad space or get additional information contact OWAA at 406-728-7434 or [editor@owaa.org](mailto:editor@owaa.org).

### Advertising Rates

*OWAA Supporting Groups, Businesses and Organizations get a 10% discount off published rates for half and full page ads in Outdoors Unlimited.*

### Outdoors Unlimited

Outdoors Unlimited delivers news, feature stories and advice for outdoors communicators. Published bimonthly, with an online supplement, OU is delivered directly to our members' homes and supporters' businesses.

#### Full 4-Color Ads

Placement	Single Issues	Annual (1 free ad)	Size (w x h)
Banner	\$150	\$750	7.125" x 2.0"
Quarter Page	\$200	\$1,000	3.6" x 4.7"
Half Page	\$350	\$1,750	7.125" x 4.7"
Full Page	\$500	\$2,500	8.5" x 11"

*Ad submissions due: 60 days prior to publication. Deadlines: June 5, August 5, October 5, December 5, February 5, April 5.*

#### The fine print: submission specs and requirements

- JPEG format
- High resolution – 300 dpi
- CMYK color (if submitted in RGB, we reserve the right to convert the file per our color printing requirements.)
- Add a 1/4 inch bleed on full-page ads
- 50% deposit required to reserve ad space.
- All advertisements must be approved in advance.

## OWAA.org

The OWAA website is visited by members, supporters and those interested in outdoor communications. OWAA.org is home to members-only online exclusives, Outdoors Unlimited online, and information about all of OWAA's programs, publications and services. Ads are featured in a sidebar, on select pages of the website. These 250 x 250 pixels ads are linked back to an advertiser specified URL if desired.

Placement	Price
Single Ad, One Month	\$25
Single Ad, Three Months	\$60
Single Ad, One Year (quarterly changes accepted)	\$150
Additional Ad Changes	\$15

*Ad submissions due: Rolling deadline.*

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