



Carolina  
**SPORTSMAN**  
2024 MEDIA KIT  
IN THE FIELD SINCE 1981... LITERALLY



## DIGITAL AUDIENCE

**129,525**

Page Views Per Month on  
carolinasportsman.com

**14,000**

Carolina Sportsman  
E-newsletter Subscribers

**45%** Average Open Rate

**144,586** Facebook

**2,524** Twitter

“Sportsman is the staple of Excel Boat’s print advertising campaign. No other fishing and hunting publication reaches the core of our market better than they do.”

- Dave Reynolds  
National Sales Manager,  
Excel Boats



## EVERY MONTH Features

**Fishing Hotspots:**  
Hottest places to fish

**Outdoor Update**  
Latest information on kills and catches

**Columns:**  
Lunker Lines  
Santee Stringer  
Species Spotlight  
Greener Pastures  
Sound & Sea  
Small Craft Advisory  
Cooking on the Wild Side  
All Dogs Go To Heaven  
Head for the Mountains  
Full Draw

**Departments:**

- Hunting/Fishing Regulations
- Hunting/Fishing Scrapbook
- Sportsman Showcase
- Sportsman Classifieds





**WEBSITE ADS**

Run-of-site display ads on carolinasportsman.com

4 CPM (CPM = Cost Per 1,000 Impressions)



**NEWSLETTER TAKEOVER**

Be front and center of the Carolina Sportsman newsletter. Newsletter takeovers includes two (2) 630x180 banner ads

\$390 Per Takeover



**CUSTOM E-BLAST**

Reach over 50,000 email subscribers with your own custom message.

\$1,500 Per 7-Day Campaign



**CO-BRANDED SOCIAL CAMPAIGN**

Partner your brand with the established media source Carolina Sportsman and reach our custom audience on Facebook.

**SPONSORED CONTENT**

Share your story! The sponsored content package includes a dedicated article with up to three backlinks, your content integrated with carolinasportsman.com editorial features on the homepage (new products tab), promotion in e-newsletters and social media. (all content is subject to editorial approval)

\$2,000 Per Article (all content is subject to editorial approval)

**PRODUCT REVIEW** (Must be approved by editor)

Your product, in print and digital (2 Month Minimum)

**Package Includes:**

- Product review in Carolina Sportsman (125 words & 1 image)
- Review posted on our social media platforms
- Product review featured within the New Products section of our homepage with outbound link
  - review and link remain active and search-able after the 2-month contract

\$749/mo

## PRINT RATES

AD SIZE	12X	9X	6X	3X	1X
<b>Spread</b>	\$2,558	\$2,695	\$2,832	\$2,970	\$3,244
<b>Full</b>	\$1,458	\$1,537	\$1,610	\$1,687	\$1,839
<b>1/2 Page</b>	\$782	\$823	\$865	\$906	\$989
<b>1/4 Page</b>	\$437	\$461	\$485	\$508	\$556

### Premium Positions

AD SIZE	12X	9X	6X	3X	1X
<b>Back Cover</b>	\$2,917	\$3,111	\$3,306	\$3,500	\$3,889
<b>Inside Front</b>	\$2,857	\$3,047	\$3,238	\$3,428	\$3,809
<b>Inside Back</b>	\$2,710	\$2,890	\$3,071	\$3,252	\$3,613
<b>Cover Slicks</b>	\$2,438	\$2,600	\$2,763	\$2,925	\$3,250
<b>Center Slicks</b>	\$2,438	\$2,600	\$2,763	\$2,925	\$3,250

## PRINT AD SPECS (Inches)

**Spread**  
Live 15.5 x 9.75  
Trim 16.5 x 10.75  
Bleed 17.25 x 11.5

**Full Page**  
Live 7.25 x 9.75  
Trim 8.25 x 10.75  
Bleed 9 x 11.5

**4x5**  
1/2 Page Horz.  
7.25 x 4.7944

**3x7**  
1/2 Page Vert.  
5.3958 x 6.4979

**2x5**  
1/4 Page Vert.  
3.5417 x 4.7944

**2x10**  
1/2 Page Vert.  
3.5417 x 9.75

## DEADLINES

<b>January Issue:</b>	12/7/2023	<b>July Issue:</b>	6/6/2024
<b>February Issue:</b>	1/11/2024	<b>August Issue:</b>	7/11/2024
<b>March Issue:</b>	2/8/2024	<b>September Issue:</b>	8/8/2024
<b>April Issue:</b>	3/7/2024	<b>October Issue:</b>	9/5/2024
<b>May Issue:</b>	4/4/2024	<b>November Issue:</b>	10/10/2024
<b>June Issue:</b>	5/9/2024	<b>December Issue:</b>	11/7/2024

\* All offered discounts apply only on payment made within 30 days

## FILE FORMAT

- Required format for ADS (Cover and Interior pages). PDF/X-1a format is the required format for ad submission. All ads must be created to the exact size specifications listed on the rate card. Ads that bleed require .375" of bleed space on all sides. Cover ads must bleed .50"
- **TOTAL INK LIMITS**  
Total ink limit for newsprint (interior pages) is 240%; for cover positions 300%
- **DIGITAL FILE SUBMISSION FOR In-House Services** (additional charges may apply) Images/scans should be 300dpi in CMYK. Logos should be supplied in .EPS format. Type should be converted to outlines or fonts provided. We also accept packaged InDesign documents (CS 2023).
- **ELECTRONIC TRANSMISSIONS**  
Camera ready (press ready) ads may be submitted via e-mail. Please send ads to [traffic@lasmag.com](mailto:traffic@lasmag.com). For FTP information, please contact your sales representative.

## PAPER SPECS

Interior pages are printed on a web offset press, 32# newsprint. Cover is printed on 80# enamel stock.

## GENERAL POLICY

All advertising insertions, orders, contracts and materials are subject to approval by publisher. No cancellation of space orders will be accepted after space closing deadline. Contracts with ad cancellations prior to completion will be short rated to the lowest earned rate. Rebate of credit earned by reaching a higher frequency discount level will be applied to the advertiser's account. This credit may be carried forward into the next year's advertising cycle. All contracts and insertion commitments must be made in writing:  
*No verbal agreements will be honored.*

## FOR MORE INFORMATION

Advertise with us at 985-758-7217 or [sales@lasmag.com](mailto:sales@lasmag.com)



## Louisiana Publishing, Inc

14236 Highway 90, P.O. Box 1199, Boutte, LA 70039-1199  
800-538-4355, [carolinaspportsman.com](http://carolinaspportsman.com)

## Display Ads

	Rate	Info
728 x 90 Leaderboard	1-10 CPM Range	Run of Site
300 x 250 Medium Rectangle	1-10 CPM Range	Run of site
300 x 600 Half Page	1-10 CPM Range	Limited Placements
320 x 50 Mobile Leaderboard		
630 x 180 Partition		

## High Impact

	Rate	Info
Page Takeover (Five ad sizes)	1-10 CPM Range	Exclusive Placement

## Extras

	Rate	Info
Geographic Targeting	1-4 CPM Range	Inquire for availability
Content Targeting	1-4 CPM Range	Inquire for availability

## DIGITAL RATES (Net)

### Bundle (Discount)

**Package A** - Full page print ad + 200,000 digital impressions & Facebook ad \$1,995. (\$1458, \$200, \$300)

**Package B** - Half page print ad + 200,000 digital & Facebook ad \$1,295. (\$700 \$200 \$300)

**Package C** - Qtr page print ad + 200,000 digital & Facebook ad \$855. (\$350, \$200, \$300)

**Package D** - Full page print ad + 200,000 digital impressions Facebook ad + newsletter Ad. (\$2,500)

## DIGITAL SPECS (Pixels)

Standard Interactive Advertising Bureau Guidelines ([www.iab.net](http://www.iab.net)).

All units launch new browser

Accepted file formats: .fla, .jpg, .gif, .swf, .png, .html

Maximum load size not to exceed 30k

Animation length not to exceed 15 seconds

## DIGITAL SPECS (Pixels)

### Website

300x250, 300x600, 320x50, 630x180, 728x90

### Newsletter Takeover

Two 630x180 + URL

### Custom E-Blasts/Affiliate

### Social Media

1080x1080 Instagram + URL

1200x630 Facebook + URL

### File Format

JPEG, PNG, GIF, 72 dpi

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