



MINNESOTA DEER HUNTERS ASSOCIATION

About MDHA

The Minnesota Deer Hunters Association (MDHA) is a grassroots conservation organization dedicated to building our hunting and conservation legacy through habitat, education and advocacy.

As you may be aware, MDHA originated from a small group of concerned hunters that wanted to look out for the betterment of deer and the sport of deer hunting. MDHA has now evolved into a nearly 20,000 member community of deer and deer hunting advocates. We share the commonality and enjoy the camaraderie of ensuring the future of deer and deer hunting in Minnesota.

What has MDHA done since 1980?

MDHA's Hides for Habitat Program has recycled nearly 865,000 deer hides; raising \$5.23 MILLION for habitat restoration, public hunting land acquisition and youth education projects.

Through local chapter fundraising MDHA's 60 chapters across the state raise nearly ONE MILLION dollars annually supporting local habitat and hunting education and recruitment programs in Minnesota for Minnesota.

Since 1996 MDHA has enhanced public lands to a tune of OVER \$43 MILLION in habitat projects.

Since 1985 nearly 11,000 kids have been sent to our week-long MDHA Forkhorn Camp® providing hands on firearms safety, bow safety, and advanced hunter education.

Member Profile

Here are some quick stats about MDHA members:

Our members have a mean income of \$91,000

86% of members hunt on private land

The second and third most popular activities amongst members after hunting is fishing and ice fishing

Our mean membership age is 55 years of age

72% of members own a boat

72% of members own a ATV

60% of our members also small game hunt

79% of members own a truck

92% of our members own a rifle and a shotgun

88% of our members own ice fishing equipment

41% of members own food plot equipment/tractors

**“Building our hunting and conservation legacy
through habitat, education and advocacy.”**

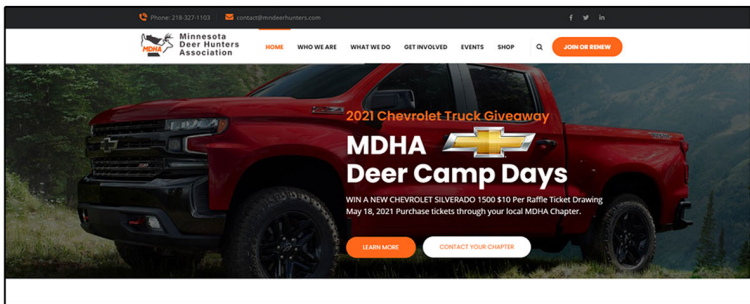


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“Building our hunting and conservation legacy through habitat, education and advocacy.”

ADVERTISE ON MNDEERHUNTERS.COM!

Prices range from \$250-\$500 per year



- 30,000 page views in 2020
- 3,000 active users
- Link directly to your site
- Sitewide advertising
- Multiple sizes available
- Single Ad - Three Ads

Side Column - 200x375px / Content Banner - 200x732px / Big Banner - 200x1110px

ADVERTISE ON MDHA NEWSLETTER!

\$500

- Get the latest news from MDHA
- Over 5,000 recipients
- Advertisement will redirect to your website
- All MDHA Members receive Newsletter
- Yearly Advertising rate
- 100x600px jpeg format at 72 dpi



ADVERTISE IN WHITETALES!

Prices range from \$200-\$1300

- Member Exclusive
- Over 14,000 readers
- Four seasonal issues
- Multiple ad sizes available
- Discount for multiple runs

Advertising with MDHA helps support our mission.

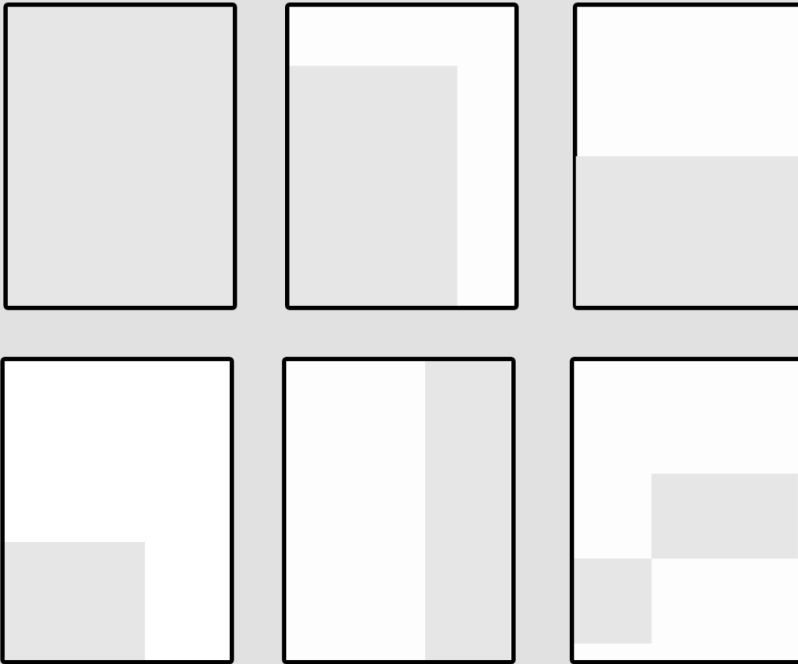




WHITETALES

THE OFFICIAL PUBLICATION OF THE MINNESOTA DEER HUNTERS ASSOCIATION

AD SIZES



Dimensions

- Full Page8.5" x 11" (8.75" x 11.25" Bleed)
- 2/3 Page4.85" x 9.5"
- 1/2 Page(Horizontal)...7.375" x 4.65"
- 1/2 Page (Vertical)4.85" x 6.98"
- 1/3 Page (Vertical)2.33" x 9.5"
- 1/3 Page (Horizontal)..4.85" x 4.65"
- 1/6 Page (Vertical)2.33" x 4.65"
- 1/6 Page (Horizontal)..4.85" x 2.33"
- Business Card.....3.5" x 2"

PRICING PER AD

Full Color	1x	4x
Single Page	\$1,300	\$1,000
2/3 Page	\$1,100	\$950
1/2 Page	\$975	\$875
1/3 Page	\$750	\$625
1/6 Page	\$300	\$250
Business Card	\$200	\$150

Terms

Published rates dependent upon electronic files supplied. Invoices net 30 days on approved credit. All others cash with copy. Cancellations cannot be accepted after closing date. All advertising copy, contracts and orders are subject to publisher's approval. Publisher reserves the right to reject or make changes. Cancel any advertisement which in his/her opinion does not conform to the editorial standards.

Electronic File

Press-Ready PDF with 4-color process images (CMYK) are preferred. EPS, TIFF and JPEG files are also accepted. All ads must be submitted at 100% placement size and at least 300 dpi resolution.



Issue	Deadline	Mailing
Winter	Oct 10	Dec 1
Spring	Jan 10	March 1
Summer	April 10	June 1
Fall	July 10	Sept 1

For Ad Questions, Purchases and Submissions
Please email Dean Jacobs at dean@mndeerhunters.com

800.245.DEER - MDHA 460 Peterson Road - Grand Rapids, MN - 55744



MINNESOTA DEER HUNTERS ASSOCIATION

Patron Supporter – \$2,500/year

- MDHA Membership
- Link on MDHA Website
- 1 custom email blasts to MDHA members
- 1/3 page full color ad in Whitetales (4 issues)
- Listed as MDHA Supporter

Bronze Sponsor – \$5,000/year

- MDHA Membership
- Link on MDHA Website
- 2 custom email blasts to MDHA members
- 1/2 page full color ad in Whitetales (4 issues)
- Logo on marketing pieces
- Listed as Corporate Sponsor

Silver Sponsor – \$8,000/year

- MDHA Membership
- Link on MDHA Website
- 4 custom email blasts to MDHA members
- Full page full color ad in Whitetales (4 issues)
- Logo on marketing pieces
- Article in Whitetales
- Listed as Corporate Sponsor

Gold Sponsor – \$10,000/year

- MDHA Membership
- Link on MDHA Website
- 8 custom email blasts to MDHA members
- Full page full color ad in Whitetales (4 issues)
- Logo on marketing pieces
- MDHA “Seal of Approval” for your products
- 2 articles in Whitetales
- Official product of MDHA
- Logo on MDHA Newsletter

Platinum Sponsor – \$15,000/year

- MDHA Membership
- Link on MDHA Website
- 12 custom email blasts to MDHA members
- 2 Full page full color ad in Whitetales (4 issues)
- Logo on marketing pieces
- MDHA “Seal of Approval” for your products
- 2 articles in Whitetales
- Official product of MDHA
- Logo on MDHA Newsletter

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