

2017 LET'S GO FISHING SHOW GUIDE

Our 43rd Year of Service
to Missouri's Outdoor Community



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The **River Hills Traveler** has partnered with **Let's Go Fishing** to produce a top-notch guide to the fishing show that will absolutely knock your socks off!

The guide will:

- Generate income for your business throughout the year, not just at the show, as it is a keepsake resource that outdoorsmen will use time and again.
- Provide an easy-to-use guide to help outdoorsmen & buyers find you at the show.
- Give your business worldwide exposure, as your ad will be in the printed guide AND on our website.



AD RATES FOR THE FISHING SHOW GUIDE

Show vendors get 10% OFF!

- Business Card — \$75 (add \$10 for color)
- 1/16 page — \$95 (add \$35 for color)
- 1/8 page — \$159 (add \$35 for color)
- 1/4 page — \$199* (add \$50 for color)
- 1/2 page — \$358* (add \$100 for color)
- Full page — \$749* (add \$100 for color)

*** Order a 1/4, 1/2 or full page ad and get a FREE story & photo about your business in the fishing show guide!**

✓ YES, SIGN ME UP!

*(Please check your desired ad size in the box above, complete the below information & send it to the River Hills Traveler **NO LATER THAN NOV. 21** via email, fax or regular mail & a representative from the Traveler will contact you very shortly.)*

LISTING INFORMATION

Company Name _____

Contact _____

Address _____

Phone _____

Email _____

Questions? Call the River Hills Traveler at (800) 874-8423!

29,500 CIRCULATION

• **6,000 copies** will be handed out free at the fishing show.

• **23,500 copies** will be distributed via the **December issue of the River Hills Traveler (to subscribers and newsstand outlets throughout Missouri and Southern Illinois).**

CONTENT

- Floor plan of the show.
- Alphabetical advertiser index & stories/photos about the show vendors.
- Stories & photos highlighting fishing, boats, trends and regional destinations, making the Show Guide a "keeper" issue to be read at home & on the road.