To Ensure the Conservation of Mule Deer, Black-Tailed Deer and their Habitat.
TERMS
Credit references and/or payments may be required in advance of insertion. All invoices are payable 30 days after invoice date. Finance charges will accrue on the 10th day of the month for accounts with balances older than 30 days. Finance charges are 1.5% monthly. Publisher reserves the right to hold advertiser responsible for past due charges and collection fees. Upon verbal or written placement of advertising insertion order, advertiser will be presumed to have read this information and have agreed to its conditions, unless exceptions are noted in writing.

POLICIES
Acceptance of advertising is subject to publishers approval, and is in no way publishers endorsement of said product. Advertisers agree to indemnify and protect the publisher from loss of expense on claims or suits based on libel, plagiarism, copyright infringement, and unauthorized use of a person’s name or photograph. Publisher assumes no responsibility of insertion of incorrect key number or incorrect advertisement, or omission of any advertisement. Publisher may request samples of merchandise for verification of goods or services advertised. Publisher reserves the right to inset above any copy the word “advertisement”. Publisher reserves the right to decline or reject any advertising for any reason, or any time without liability, even though previously acknowledged or accepted. Rates subject to change. We reserve the right to refuse any advertisements that do not meet standards set by Mule Deer Foundation.

ADVERTISEMENT SUBMISSION
Ads submitted must come on standard forms of media. Ads need to be sent as press ready pdf, psd, High Res .jpeg files and/or eps. Ads need to be sent High Resolution at 300dpi in CMYK. Send ad materials or questions to: art@muledeer.org

If you have any other questions regarding prices, distribution, deadlines, or other. Please contact your sales representatives.

Mule Deer Foundation
1939 South 4130 West, Suite H • Salt Lake City , UT 84104
1-888-375-3337 or email: editor@muledeer.org
MULE DEER MAGAZINE MISSION
The mission of the Mule Deer Foundation’s official member journal is to help ensure the conservation of mule deer, black-tailed deer and their habitat. It is the only non-profit conservation group magazine devoted exclusively to mule deer and black-tailed deer hunting, education and conservation across the deer’s entire range.

AUDIENCE
Your advertising, sponsorship and partnership will help you reach an audience of avid, active hunters who spend a disproportionate amount of their time and money on hunting mule deer and other western big game.

PUBLISHING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Circulation</th>
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<tbody>
<tr>
<td>Issue 1:</td>
<td>30k</td>
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<tr>
<td>Issue 2:</td>
<td>14k</td>
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<tr>
<td>Issue 6:</td>
<td>14k</td>
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<tr>
<td>Bi-Monthly</td>
<td>Total 100k</td>
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</tbody>
</table>

DEMOGRAPHICS

Avg. Rate Bases 15,000
Male 95%
Median Age 47
Median HHI $81,899

REACH
Your ad in MDF’s official member magazine reaches members and their friends, families and coworkers who are joiners, spenders and doers. The MDF magazine, website, emails, mailings and events reach and influence this target audience in a way that builds affinity for your brand like no other western hunting publication does.

CIRCULATION
With bonus circulation at our big Western Hunting & Conservation Expo and other events, the MDF magazine circulates to a continually growing membership and pass-along readers. Your support of MDF’s print and online communications not only reaches the core group of avid mule deer hunters; it also aligns you and your company with their membership organization and an important cause that they hold near and dear.

DISTRIBUTION
Your ad in MDF’s official member magazine will be distributed via mail to the homes and businesses of MDF members, and will be surrounded by beautiful photography, engaging stories and layouts, plus meaningful content filled with member involvement devices and interactive branding opportunities. It is not on newsstands. The relatively small out-of-pocket costs of teaming up with MDF can fit nearly every brand’s budget.

The Official Member Magazine of the Mule Deer Foundation

WWW.MULEDEER.ORG
Saving Deer, One Acre at a Time

M.U.L.E.Y
Mindful, Understanding, Legal, Ethical Youth
The Official “Youth” Program of the Mule Deer Foundation