



# 2025 media kit

[www.deersites.com](http://www.deersites.com)

## Serving 19 State Associations Nationwide

Alabama Deer Association

Illinois Deer Farmers

Indiana Deer And Elk Farmers Association

Iowa Whitetail Deer Association

Kansas Elk and Deer Association

Kentucky Alternative Livestock Association

Minnesota Deer Association

Missouri Deer Association

New York Deer and Elk Farmers Association

North Carolina Deer Farmers Association

North Dakota Deer Ranchers

Pennsylvania Deer Farmers Association

South Dakota Deer & Elk Breeders

Southeast Trophy Deer Association

Texas Deer Association

United Deer Farmers of Michigan

West Virginia Deer Farmers Association

Whitetail Deer Farmers of Ohio

Whitetails of Louisiana

Whitetails of Oklahoma



# About Us

**D&K Design Publishes 11 Magazines Quarterly that Represent 19 State Deer Associations and Reach More than 3000 Members Nationwide**

"I greatly and eternally appreciate everyone who offers their support in the form of advertising, as this provides revenue to publish each magazine and helps alleviate the obligation from state associations for this purpose. Advertising is the best and most effective way to keep your farm, product or services in front of those who need it most." Publisher and Editor, Kathy Giesen

## What our services include:

- Several Different Advertising Packages and Options
- Staffing at a Multi-State Booth at Industry Related Events
- An Annual Membership Drive for 18 State Associations
- 44 Quarterly Magazines Published Per Year for Members
- E-Books of Each Magazine E-mailed to Members and Advertisers Quarterly
- Current Industry Event Dates on Our Website Calendar ([deersites.com](http://deersites.com))
- Personal Outreach to Our Advertisers for New Ads each Quarter
- Payment Plans for Advertising
- An Annual Breeder Bucks Showcase Magazine

# Meet Our Team



**Customer Care / Sales / Design**  
**Samantha Uchtyl**  
deerassociations@gmail.com



**Editor / Publisher**  
**Kathy Giesen**  
advertising4@mac.com



**Journalist**  
**Gail Veley**  
gbveley@live.com

Sam Uchtyl, Customer Care Representative, is a lifelong deer enthusiast who is well-entrenched in the deer industry. She can assist those in the deer industry in reinvesting in their business, through advertising in state deer association magazines. She understands your business goals and embraces the opportunity to be an active industry member in this role. Choosing Sam for the position came easily for D & K Design Magazine Editor Kathy Giesen, who felt that Sam's ability to connect and relate to those in the industry made her a perfect fit. Sam is a 'regular' at events and shows and is very knowledgeable. Whether you are in the industry as a deer farmer or provide commercial products or services, Sam can help get your farm, buck or product noticed. She continues to attend industry events and expand her ever enlarging circle of friends and clients. Sam was also mentored by Kathy in the design portion of every publication. Her workflow procedures not only include sales and customer care. She also reaches out to make sure her advertisers are aware of deadlines, sends emails, makes phone calls and provides assistance in bringing fresh and new advertising ideas to the table.

Kathy Giesen, Magazine Editor and Publisher, finds that challenges and working hard are what motivate her to be her very best. Today she is the editor and publisher of 44 deer farming publications (11 per quarter). Each quarterly magazine that finds its way to your mailbox, first begins with her creative hand at the helm. Although she has a team of dedicated workers, Kathy is the catalyst that ultimately sees the work to full fruition. However, quarterly publications aren't the only thing she does for each association. She also "services" these states in any way she possibly can, by representing these multiple state associations at numerous conventions including NADeFA, working to renew or gain memberships, gathering new editorial content and renewing advertising contracts. To this end, she ensures deer farmers have a high-quality sought-after product standing behind their organization. Kathy began her journey with deer farming in 2007 by publishing her very first deer magazine for NADeFA. After four years she expanded into other areas with various state associations and has continued adding more states to her unique program. Each year Kathy strives to make improvements to ensure each magazine looks as good as it possibly can, as she always feels something new and exciting could be added.

Gail Veley, Magazine Journalist, is a graduate of The Ohio State University School of Journalism. She never thought when she first began her career as a newspaper reporter in 1988, that she would one day write for such an interesting and passionate group of individuals like those in the deer industry. Although she also teaches horseback riding lessons and has her own riding school, she embraces the time she interviews deer farmers and writes their stories. As a horse person, she has the keen ability to relate to the passion and devotion deer farmers have for their deer, as she shares the same devotion toward her horses. Yet, her skill as a writer comes as naturally as saddling one. If you'd like your farm or preserve or product or service brought to life, then a magazine article is definitely for you. Let Gail allow others to know you through her compelling articles, as she enjoys learning that special "tidbit" about you or your farm that sets you apart from the others. Gail also runs our General Article Campaign and is always looking for willing interviewees. All states participate by providing insightful information that is later shared and published in each state magazine, which adds interesting and useful content.



# Mult-State Magazine Advertising Pricing Guide ~2025 Advertising Packages~

- Alabama Deer Association
- Illinois Deer Farmers
- Indiana Deer And Elk Farmers Association
- Iowa Whitetail Deer Association
- Kansas Elk and Deer Association
- Kentucky Alternative Livestock Association
- Minnesota Deer Association

- Missouri Deer Association
- New York Deer and Elk Farmers Association
- North Carolina Deer Farmers Association
- North Dakota Deer Ranchers
- Pennsylvania Deer Farmers Association
- South Dakota Deer & Elk Breeders
- Southeast Trophy Deer Association

- Texas Deer Association
- United Deer Farmers of Michigan
- West Virginia Deer Farmers Association
- Whitetail Deer Farmers of Ohio
- Whitetails of Louisiana
- Whitetails of Oklahoma

## Buckaneer Package \*

44 ISSUES FOR 1 YR.  
Reaching out to over 2500 members  
(11 Publications x 4 quarters)  
17 State Associations - Approx. 2500 readers  
\$189 / Issue (\$8316. / Yr) ~ Full Page  
\$107 / Issue (\$4708. / Yr.) ~ Half Page  
(55-59% Discount off single ad placement)



## Doe-Re-Mi Package \*

16 ISSUES FOR 1 YR.  
(4 Publications of your choice x 4 quarters)  
\$220 / Issue (\$3520. / Yr) ~ Full Page  
\$121 / Issue (\$1936. / Yr.) ~ Half Page  
(48-54% Discount off single ad placement)



## Yearling Package: \*

4 ISSUES FOR 1 YR.  
(1 Publication x 4 quarters)  
\$252/ Issue (\$1008. / Yr) ~ Full Page  
\$137 / Issue (\$548. / Yr.) ~ Half Page  
(40-48% Discount off single ad placement)



## Exotic Package Add On \*

TEXAS DEER ASSOCIATION MAGAZINES  
4 ISSUES FOR 1 YR. (Can be added  
to Buckaneer or Doe-Re-Mi package)  
Reaching out to over 800 TDA members  
(3 Tracks Publications & 1 Auction Catalog)  
\$428 / Issue (\$1712. / Yr) ~ Full Page  
\$267/ Issue (\$1068. / Yr.) ~ Half Page  
(55-59% Discount off single ad placement)



**NEW!**

### Single Issue In Any Of Our Eleven State Publications:

Full Page: \$420.00 ~ 1/2 Page: \$263.00

### Single Issue In TDA Publications:

Two Page: \$1500.  
One Page: \$950  
1/2 Page: \$650

To Order Advertising, Contact Our Customer Care Representative,  
**Samantha Uchtyl at: [deerassociations@gmail.com](mailto:deerassociations@gmail.com)**  
**320-905-2622 or 260-222-3478 Fax: 435-359-5333 [www.deersites.com](http://www.deersites.com)**

 Find us on Face book: **DeerSites**

\* Quarterly recurring payment pricing available upon request



# Ad Specifications

Share this page with your ad designer. They will understand the graphic terms provided. Ads submitted outside these specs will float on the page with a thin white border. If time provides, we will contact the designer to assist in making changes so we can produce a “full bleed” ad.

(Diagrams not shown at actual size)

**Half Page Horizontal**  
**8” wide x 5” tall**  
**(No Bleed)**

**These Instructions apply to  
Prime Spots as well**

**File Requirements:**

**File Type:** .jpg or .pdf

**Resolution:** 300 dpi

**Submit files to:**  
**deerassociations@gmail.com**

**File Name:** company / deer farm

**Full Page Vertical**  
**8.5” wide x 11” tall**  
**(With Bleed: 9.2” wide x 11.7” tall)**

**Yellow Line:**  
Live area keep all text and graphics in here 8” x 10.5”  
avoiding them getting cut off

**Cut line: 11”**

**Cut line: 8.5”**

**Bleed is .35”**

# MEMBERSHIP DRIVE



*Support and join multiple associations for a chance to win one of four grand prizes valued at over **\$1,500.00 each!***



To date, the probability of winning one of these grand prizes is a 1 in 32 chance! Sign up TODAY!  
(Drawing will take place middle of August or first of September)



# MEMBERSHIP DRIVE



**YOU CAN CALL AND SIGN UP OVER THE PHONE OR FILL OUT AND MAIL**

Name: \_\_\_\_\_ Spouse or Partner: \_\_\_\_\_

Farm Name/Company: \_\_\_\_\_

Membership Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Main preferred listing phone: \_\_\_\_\_ Alternate listing phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Check which apply \_\_\_\_ Own Hunting Preserve \_\_\_\_ Own Breeding Operation \_\_\_\_ Industry Supplier Species Raised: \_\_\_\_ Whitetail Deer \_\_\_\_ Elk \_\_\_\_ Mule Deer  
Other Species Raised: \_\_\_\_\_

Products I Offer: \_\_\_\_ Meat \_\_\_\_ Velvet Antler \_\_\_\_ Industry Supplies \_\_\_\_ Feed \_\_\_\_ Nutritional Supplements \_\_\_\_ Vaccine \_\_\_\_ Graphic Design & or Web Design  
Other Products or Services: \_\_\_\_\_

I hereby make application for membership to these associations, agreeing to conform to the Code of Ethics and Bylaws governing the associations.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I give permission to have my contact information published in the annual directory and on the website ☐ Yes ☐ No

**Single State Publications**

**Trio Trails: NY, WV, NC**

**TriState: OK, KS, MO**

**Upper Midwest: ND, SD, MN, IA, IL**

(Texas) TDA \_\_\_\_\_ \$100. Member (Magazine)  
(Alabama) ADA \_\_\_\_\_ \$50. Assoc. Member  
(Indiana) IDEFA \_\_\_\_\_ \$50. Assoc. Member  
(Ohio) WDFO \_\_\_\_\_ \$50. Assoc. Member  
(Pennsylvania) PDFA \_\_\_\_\_ \$75. Assoc. Member  
(Louisiana) WOL \_\_\_\_\_ \$50. Assoc. Member  
(Michigan) UDFoM \_\_\_\_\_ \$50. Assoc. Member  
(Kentucky) KALA \_\_\_\_\_ \$50. Assoc. Member  
(Florida) SeTDA \_\_\_\_\_ \$50. Assoc. Member  
(New York) NYDEFA \_\_\_\_\_ \$35. Assoc. Member  
(West Virginia) WVDFA \_\_\_\_\_ \$25. Assoc. Member  
(North Carolina) NCDFA \_\_\_\_\_ \$25. Assoc. Member  
(Oklahoma) WOO \_\_\_\_\_ \$50. Assoc. Member  
(Kansas) KEDA \_\_\_\_\_ \$25. Assoc. Member  
(Missouri) MDA \_\_\_\_\_ \$50. Assoc. Member  
(North Dakota) NDDRA \_\_\_\_\_ \$50. Assoc. Member  
(South Dakota) SDEBA \_\_\_\_\_ \$25. Assoc. Member  
(Minnesota) MDFA \_\_\_\_\_ \$50. Assoc. Member  
(Iowa) IWDA \_\_\_\_\_ \$50. Assoc. Member  
(Illinois) ILDFA \_\_\_\_\_ \$25. Assoc. Member

\_\_\_\_\_ FREE E-Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$50. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$50. Active Member  
\_\_\_\_\_ \$75. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$50. Active Breeder  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$75. Active Member  
\_\_\_\_\_ \$50. Active Member  
\_\_\_\_\_ \$75. Active Member  
\_\_\_\_\_ \$100. Active Member  
\_\_\_\_\_ \$50. Active Member

\_\_\_\_\_ \$2500. Lifetime Membership  
\_\_\_\_\_ \$1000. Lifetime Membership  
\_\_\_\_\_ \$75. Membership w/ Spouse  
\_\_\_\_\_ \$1000. Lifetime Membership  
\_\_\_\_\_ \$1000. Lifetime Membership  
\_\_\_\_\_ \$750. Lifetime Membership  
\_\_\_\_\_ \$500 Lifetime Membership  
\_\_\_\_\_ \$200. Membership w/ Spouse  
\_\_\_\_\_ \$1000. Lifetime Membership

## TRIO TRAILS

## TRISTATE

\_\_\_\_\_ \$100. Active Hunting Ranch

## UPPER MIDWEST

\_\_\_\_\_ \$500. Lifetime Membership  
\_\_\_\_\_ \$500. Lifetime Membership

Sign up here



Total: \_\_\_\_\_ \$935 to support  
all 20 states as an Assoc. Member

If you are a resident of any of these states and required to be an active member, please select the correct level above.

If you are not sure of your membership status with a state and you sign up, your payment will cover you for the next year.

\*\*\* These states allow anyone that lives in their state and not raising deer but have interest to supporting the industry to be at the Associate Membership Level. This level is a non-voting level.



D&K Design  
305 E. 350 N. Ivins, UT 84738



deerassociations@gmail.com  
260-222-3478



Facebook: DeerSites  
www.deersites.com

(100% Fees go to pay for membership)

# 2025 Advertising Request Form

## Buckaneer Package: \*

44 ISSUES FOR 1 YR.  
Reaching out to over 2500 members  
(11 Publications x 4 quarters)  
17 State Associations - Approx. 2500 readers  
\$189 / Issue (\$8316. / Yr) ~ Full Page  
\$107 / Issue (\$4708. / Yr.) ~ Half Page  
(55-59% Discount off single ad placement)



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Publications you are requesting  
to be published in:

1. ALABAMA \_\_\_\_\_
2. FLORIDA \_\_\_\_\_
3. INDIANA \_\_\_\_\_
4. PENNSYLVANIA \_\_\_\_\_
5. LOUISIANA \_\_\_\_\_
6. MICHIGAN \_\_\_\_\_
7. KENTUCKY \_\_\_\_\_
8. OHIO \_\_\_\_\_
9. TRIO TRAILS \_\_\_\_\_  
(NY, WV, NC)
10. UPPER MIDWEST \_\_\_\_\_  
(MN, IA, IL, ND, and SD)
11. TRI-STATE \_\_\_\_\_  
(MO, OK, and KS)
12. TEXAS \_\_\_\_\_

You will be contacted with a list of which  
quarters that your contract would qualify for.

Please fill out:

Name: First \_\_\_\_\_  
Last \_\_\_\_\_  
Company/Farm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
ST \_\_\_\_\_  
Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Fax \_\_\_\_\_

### Single Issue In Any Of Our 11 Publications:

Full Page: \$420.00 1/2 Page: \$263.00

### Single Issue In TDA Publications:

Two Page: \$1500. One Page: \$950 1/2 Page: \$650

\* ASK ABOUT OUR RECURRING PAYMENT PLANS

This form is also available to fill out  
electronically on our website: [deersites.com](http://deersites.com)

Mail or Email this form to:  
Samantha Uchtyl  
19291 59th St. NE  
New London, MN 56273  
[deerassociations@gmail.com](mailto:deerassociations@gmail.com)

Thank you for supporting these State Association Magazines



# Procedures on Advertising in Association Magazines

## A guide for new & experienced advertisers

### Step 1. Choose which magazines you would like to advertise in

We cover 20 different state associations, you are welcome to advertise in only one magazine or in multiple magazines based on your business needs.

### Step 2. Choose which advertising package best fits your advertising needs and budget

Yearling Package.....Advertise in a single magazine x 4 quarters  
Doe-Re-Mi Package.....Advertise in 4 magazines x 4 quarters (16 magazines total)  
Buckaneer Package.....Advertise in all 11 magazines x 4 quarters (44 magazines total)  
Exotic Package Add On.....Texas Deer Association: Advertise in 3 Tracks Magazines and Annual Auction Catalog  
(this can be added on to either the Doe-Re-Mi Package or Buckaneer Package)

We offer both full page and half page ad sizes.

### Step 3. Contact our Customer Care Team or submit our Advertising Request Form

Before we can place your ads, you will need to reach out to us, and we will set up a contract for your advertising.

Once we have established the best package for you, we will send you a contract with all the details about your advertising purchase. Once we receive the signed contract back, you will receive an invoice for the purchase. Once the funds are received, your ad will begin to be placed in the assigned magazines.

If you would like to explore our recurring payment plan, our Customer Care Representative will be able to give you all the details for this program. This program requires quarterly payments by credit card and a signed authorization enabling us to withdraw funds each quarter.

### Step 4. Send your ad to [deerassociations@gmail.com](mailto:deerassociations@gmail.com)

Ads need to arrive before or on the due dates listed in this media kit. Deadlines are also found on our website: [deersites.com](http://deersites.com). The deadline is the cut-off date. You are welcome to use the existing or same ad for as long as you like, or you can change or update your ad at any time.

Once you have returned the signed contract, fulfilled the payment required, and have your ad sent in, you can expect to **see your ad** in the next issue of your contracted magazine(s)! You will need to be a member of that organization in order to receive a hard copy of the magazine. If you are not a member you can go to [www.deersites.com](http://www.deersites.com) to view our e-books on line. E-books are updated quarterly.

If you have any questions feel free to reach out to our Customer Care Representative, Samantha Uchtyl, who can answer questions and assist you at any time.

Samantha Uchtyl  
320-905-2622 (Call or Text) or Call: 260-222-3478  
[deerassociations@gmail.com](mailto:deerassociations@gmail.com)

# 2025 Ad and Article Deadlines

## ALABAMA

Spring.....March 4th  
Summer.....June 3rd  
Fall.....Sept. 9th  
Winter.....Dec. 9th

## FLORIDA

Spring.....Feb. 4th  
Summer.....May 6th  
Fall.....Aug. 5th  
Winter.....Nov. 4th

## INDIANA

Spring.....Feb. 11th  
Summer.....May 13th  
Fall.....Aug. 12th  
Winter.....Nov. 11th

## PENNSYLVANIA

Spring.....Feb. 18th  
Summer.....May 20th  
Fall.....July 29th  
Winter.....Nov. 18th

## LOUISIANA

Spring.....Feb 25th  
Summer.....May 27th  
Fall.....Sept. 2nd  
Winter.....Dec. 2nd

## MICHIGAN

Spring.....April 8th  
Summer.....July 8  
Fall.....Oct. 14th  
Winter.....Jan. 20th ('26)

## OHIO

Spring.....April 15th  
Summer.....July 15th  
Fall.....Oct. 7th  
Winter.....Jan. 13th ('26)

If you are advertising in any of these state magazines, these are the dates that you can submit new ad art for. After these dates if you are an existing advertiser, your previous ad will be run.  
(Dates are subject to change.)

**Deadlines can also be viewed on our website under deadlines and events:**  
**deersites.com**

## KENTUCKY

Spring.....April 1st  
Summer.....June 24th  
Fall.....Sept. 30th  
Winter.....Dec. 6th

## TRIO TRAILS

Spring.....March 25th  
Summer.....June 17th  
Fall.....Sept. 23rd  
Winter.....Dec. 30th

## TRI-STATE ASSOCIATIONS

Spring.....March 11th  
Summer.....June 10th  
Fall.....Sept. 16th  
Winter.....Dec. 16th

## UPPER MIDWEST ASSOCIATIONS

Spring.....April 22nd  
Summer.....July 22nd  
Fall.....Oct. 21st  
Winter.....Jan. 27th ('26)

## FOR BUCKANEER OR DOE-RE-MI PACKAGES:

Spring.....Feb 1st  
Summer.....May 1st  
Fall.....Aug 1st  
Winter.....Nov 1st





# Trophy Breeder Bucks Showcase Book 2025 Application



All advertisers that are published in our 2025 state associations magazines will have the opportunity to place a single Buck update photo in this September Showcase Book.

Reservation for space and buck info will be due no later than **August 12th, 2025**. If you have an existing picture ready to go, that will also be due at that time. If you would like to send in a last minute photo of your buck, the cutoff date is **September 1st by 8am CST**. Placement will be in order of first come first serve. **Printing and mailing will start September 4th and be in hand between September 16th-20th**. Just in time for semen sales getting ready for Breeding Season.

These will be mailed to Breeders and Ranch members of the 18 state associations we service.

(More information will be mailed out to all current advertisers closer to the date)

**Cost: \$180.00 each 1/4 page ad or 4 for \$700.00**

(Pre-register and we will contact you for further information)

**PRIME SPOTS WILL BE AUCTIONED**

**- LOOK FOR DATES TO BE POSTED ON OUR WEBSITE**



Name: First \_\_\_\_\_ Last \_\_\_\_\_  
Farm \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_ Fax \_\_\_\_\_  
Date \_\_\_\_\_

**Mail or Email to: Samantha Uchytel • 19291 59th St. NE • New London, MN 56273 • 320-905-2622 • deerassociations@gmail.com**



# D&K DESIGN

Serving the State Association of Deer Hunters Nationwide



Visit our website to view all the state quarterly magazines. This is very helpful if you are not a state member and would like to view how your ad appears in the magazines. (updated after each quarter)

All of our due dates, state association annual events, and industry events are all posted and up-to-date on our site.

Each year we offer multi-state membership signup at events and through our website.



 Like us on  
facebook  
**DeerSites**

