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Get A
FREE AD
On Our
Web Site

Wild Ones Journal and Web Site Advertising Information

Effective January, 2010. Subject to change.

Circulation: Journal 3,500+
Web site unlimited.

Journal Printing Process: Sheet-fed offset.

Journal Binding Method: Saddle-stitched.

Journal Closing Dates:

January/February issue	November 7
March/April issue	January 7
May/June issue	March 7
July/August issue	May 7
September/October issue	July 7
November/December issue	September 7

Ad Submission Requirements:

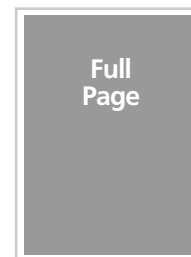
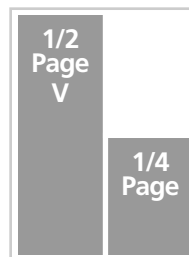
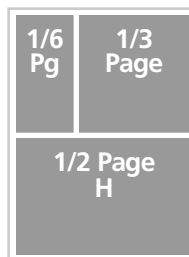
Grayscale 300 dpi TIFF file, Illustrator EPS file with fonts as outlines, press-optimized PDF file, or high-quality camera-ready artwork, set up to the exact ad dimensions specified. The *Journal* design department is available for ad design and production at an hourly rate.

Production Charges:

Non-conforming ad materials may be subject to extra charges.

Terms:

To qualify for volume discounts, payment must be received at time of insertion.



Journal Ad Dimensions

Ad Size	Width	Height
Full Page	7-1/2"	9-7/8"
1/2 Page Vertical	3-5/8"	9-7/8"
1/2 Page Horizontal	7-1/2"	4-7/8"
1/3 Page Square	4-15/16"	4-15/16"
1/4 Page	3-5/8"	4-7/8"
1/6 Page	2-3/8"	4-7/8"

Per Issue Rates

Issues	1	2	3	4	5	6
Full Page	\$300	\$290	\$280	\$270	\$260	\$250
1/2 Page	205	200	195	190	185	180
1/3 Page	165	160	155	150	145	140
1/4 Page	135	130	125	120	115	110
1/6 Page	90	85	80	75	70	65

Wild Ones Membership Discount:

Wild Ones Business Members subtract \$20 per issue.

Web Site Ads

Regular Ad: Text ad with small graphic. Up to 125 words (not including your business name and contact information). **Super Ad:** Text ad with larger graphic. Up to 250 words (not including your business name and contact information).

Semi-Annual Rates

	Regular	Super	Ad Ideas
Wild Ones Business Members (Wildest Level)	FREE	FREE*	Check our web site to see sample ad sizes and to get ideas for your own ad: www.for-wild.org/download/sa.html *Super-Duper ad.
Wild Ones Business Members (Wilder Level)	FREE	FREE	
Wild Ones Business Members (Wild Level)	FREE	\$ 50	
Wild Ones Non-Business Members	\$120	\$150	
Non-Members	\$150	\$200	

As of July, 2005, non-business members who place an ad to run concurrently in the *Journal* and the web site will receive a 20% discount.

Send ad materials to adedit@for-wild.org
Send payments to: Donna VanBuecken • Advertising Editor • Wild Ones
P.O. Box 1274 • Appleton, Wisconsin 54912-1274 • Toll-Free 877-394-9453