

# Advertising in The Wildlife Society's Journals



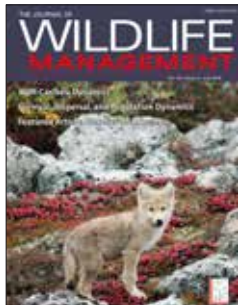
## 2017 Rate Card

In 2017, TWS is making the move from print to digital advertising in our three premier scientific journals, the *Journal of Wildlife Management*, *Wildlife Monographs* and the *Wildlife Society Bulletin*.

Starting in January, TWS membership will include digital access to both journals for *all* members. In addition, many of the top academic institutions with wildlife programs subscribe to our journals.

This means you can reach virtually the entire community of wildlife biologists with your digital ad. Links in the ads bring those buyers to right your website.

Two prime positions are available each quarter — the leaderboard and the skyscraper — on every page: the journal landing page, the issue page, and each article's page. Up to four rotating slots are available for both positions.



### Journal of Wildlife Management

- > 3,406 subscribing institutions
- > 12,000 unique visitors/month
- > 43,000 page views/month



### Wildlife Monographs

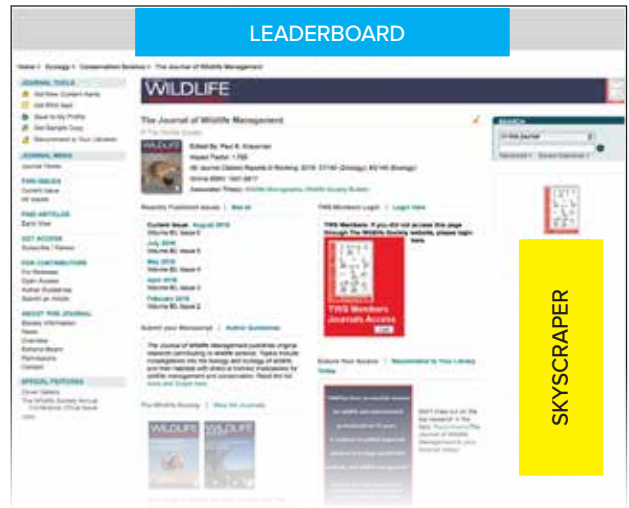
- > 3,406 subscribing institutions
- > 700 unique visitors/month
- > 2,000 page views/month



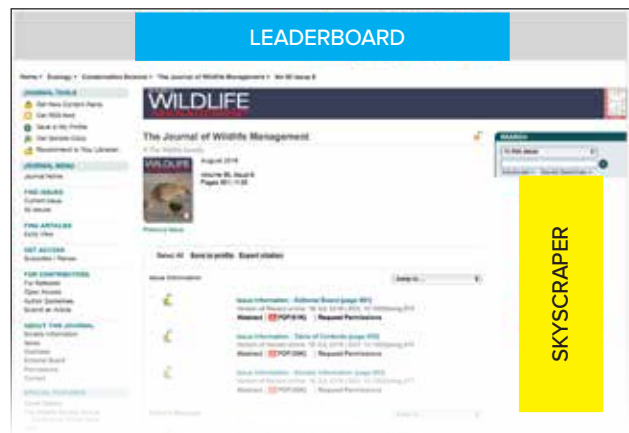
### Wildlife Society Bulletin

- > 592 subscribing institutions
- > 5,000 unique visitors/month
- > 15,000 page views/month

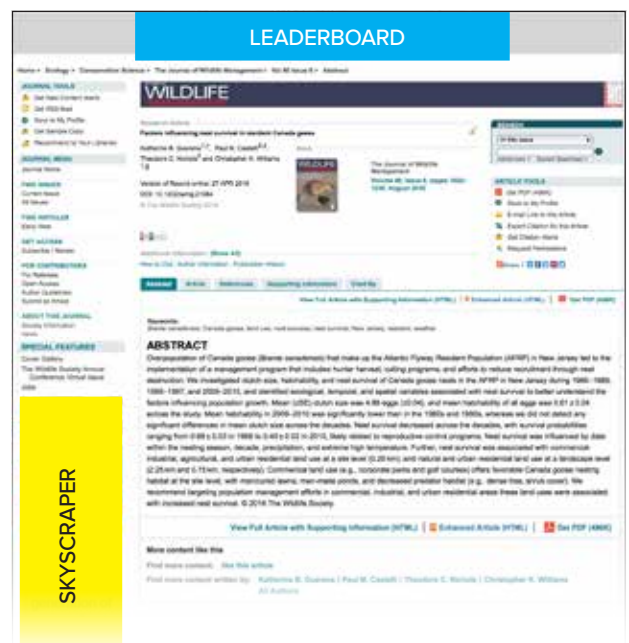
### JOURNAL LANDING PAGE



### ISSUE LANDING PAGE



### ARTICLE LANDING PAGE



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## Closing Dates

Two weeks prior to first day of the quarter: Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec

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## Specifications

Leaderboard: 728 x 90 pixels

Skyscraper: 160 x 600 pixels

Resolution: 96 dpi

Format: JPEG is preferable format, we are also able to use these additional file formats, including GIF, PNG and SWF. Interlaced and non-interlaced files are acceptable, as are animated files. No flash files.

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## 2017 Online Advertising Rates

### *Journal of Wildlife Management and Wildlife Monographs*

	3 months	6 months	9 months	12 months
Leaderboard or Skyscraper	\$3,600	\$3,425	\$3,250	\$3,100
<i>Includes both publications.</i>				

### *Wildlife Society Bulletin*

	3 months	6 months	9 months	12 months
Leaderboard or Skyscraper	\$1,500	\$1,425	\$1,350	\$1,275

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## Rate Policy

Rates are based on the number of insertions placed in a 12-month period. Rates are subject to change with 30 days prior notice; however, all advertisers are protected from price increases for the duration of their existing contracts. Agency Commission: 15% to recognized advertising agencies when paid within 30 days of billing date.

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## Advertising Policy

All advertising is subject to the Publisher's Advertising Policies posted on [www.wildlife.org](http://www.wildlife.org).

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### Advertising Sales

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