

# 2018 Rate Card

## Six Issues Annually

### Print Display Advertising

Now you can reach more than 10,000 wildlifera in each issue of *The Wildlife Professional*! Not only is The Wildlife Society's membership growing, but the results of our 2017 reader survey show that two-thirds of members share their copy of the magazine with other wildlifera. And with **no rate increase** again in 2018, this means your advertising budget will go further than ever before.

Ads in this highly respected magazine reach the widest possible audience of professionals in the most prominent wildlife management and conservation settings. These wildlifera work on private, military, tribal and government lands, and they work for the entire spectrum of employers: academic institutions, tribes, private consulting groups, NGOs, and state, federal and provincial agencies.

**Sign-up for the entire year to take advantage of our lowest rates!**

Four-Color Rates	1-2x	3-4x	5-6x
Full page	\$1870	\$1775	\$1580
2/3 page	\$1720	\$1635	\$1470
1/2 page	\$1550	\$1475	\$1320
1/3 page	\$1400	\$1330	\$1190

Rates are effective on October 1, 2017 for advertising in issues published in 2018.

### Premium Positions

Covers 2 and 3: Add 10% to earned rate.

Cover 4: Add 15% to earned rate.

Special positions: Add 10% to earned rate.

### Bonus

Each issue is posted on The Wildlife Society's member portal and includes hotlinks from ads to the company's website at no extra charge.

### Rate and Advertising Policies

Rates are based on per-issue charge and 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. All advertising is subject to the Publisher's Advertising Policies posted on [www.wildlife.org](http://www.wildlife.org).



## Sizes

	Width	Depth
Full-page bleed size	8 3/4"	11 1/8"
Full-page trim size	8 1/2"	10 7/8"
Full-page non-bleed size	8"	10 3/8"
2/3 page vertical	4 1/4"	9 1/4"
1/2 page island	4 1/4"	6 1/2"
1/2 page horizontal	7 1/2"	4 1/4"
1/3 page vertical	2 7/8"	9 1/4"
1/3 page square	4 1/4"	4 1/2"

Important: Keep vital advertising matter 1/4" from trim on all sides.

## Printing Specifications

Trim Size: 8 1/2" x 10 7/8"

Binding: Saddle-stitch

Process: Web offset

Cover: 100 lb. gloss

Interior: 60 lb. matte

## 2018 Closing Dates

Issue	Reservations	Materials
Jan/Feb	Nov 22	Dec 8
Mar/Apr	Feb 1	Feb 8
May/Jun	Apr 2	Apr 9
Jul/Aug	Jun 1	Jun 8
Sep/Oct	Aug 1	Aug 8
Nov/Dec	Oct 1	Oct 8

## Cancellations

Cancellations must be received in writing by the materials date to avoid full payment.

## Inserts and Outserts

Please contact our advertising representative for costs, sizes and quantity. Insertion and production fees may apply.

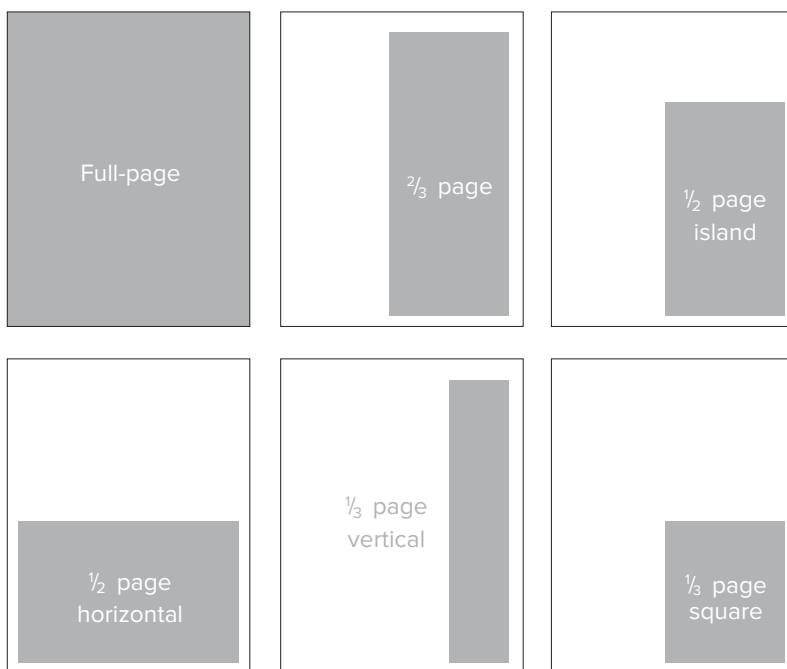
## Miscellaneous

All advertising is subject to the Publisher's approval.

Electronic files are held one year and discarded unless otherwise instructed.

## Digital Ad File Specifications

- All ads must be submitted in press quality PDF format; no native file formats such as Quark and InDesign.
- Minimum resolution: 300 dpi
- Four-color process (CMYK); no PMS colors.
- Fonts embedded.
- All art such as photos and logos set to CMYK colors.
- No crop marks.



### Advertising Sales

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