

The Official Publication of Waterfowl U.S.A.

WATERFOWL

www.WaterfowlUSA.org

MAGAZINE



2007-2008 Rate Card & Schedule

Target your audience with...



For nearly a quarter of a century, waterfowl enthusiasts have relied on *Waterfowl Magazine* as a primary source for information on hunting equipment, preparation strategies, assistance with prime waterfowl locations, along with entertaining stories from leading industry writers in the field.

Be sure you are reaching the audience you want. Advertise with *Waterfowl Magazine* and know you are reaching a membership dedicated to the preservation of a heritage as old as our own country.

Benefits of advertising with *Waterfowl Magazine*:

- **Membership Distribution** - Unlike other magazines that depend on newsstand sales, *Waterfowl Magazine* is a FREE benefit to our loyal membership base.
- **Expert Writers** - *Waterfowl Magazine* has the strength of writers who are out in the field, daily experiencing what it takes to be successful in the waterfowl industry. Along with nationally accredited guest writers, our information source is vast and accurate.
- **Wetland Conservation** - *Waterfowl Magazine* is the official magazine for Waterfowl USA, a primary national, non-profit, conservation organization dedicated to using funds for local and state waterfowl projects. All revenue generated after operating expenses are dedicated to the preservation of America's Wetlands.
- **Department Features** - Magazine features like "News from the Flock" and "From the Decoy Bag" informs our readers both of upcoming events and specials, and allows first looks at upcoming products from providers like you.

Don't wait! Contact your advertising representative today to get your schedule confirmed!

WATERFOWL



MAGAZINE

2007-2008 Advertising Rates, Schedule and Mechanics

Publishing Schedule

Issue	Commitment	Material Due
Spring 2007/2008	March 2.....	March 23
Summer 2007/2008	May 3	May 25
September 2007/2008....	July 24.....	August 14
October 2007/2008.....	August 24	September 14
November 2007/2008....	September 25	October 16
December 2007/2008....	October 23	November 13

Advertising Rates

<i>Special Placements</i>	1x	3x	6x
Inside Front Cover	\$2600	\$2300	\$1995
Inside Back Cover.....	\$2600	\$2300	\$1995
Back Cover.....	\$2800	\$2600	\$2375
Page 3	\$2250	\$2125.....	\$1875

<i>Full Color</i>	1x	3x	6x
Full Page	\$2235	\$2190.....	\$1800
2/3 Page	\$1700	\$1495.....	\$1295
1/2 Page	\$1235	\$1115	\$925
1/3 Page	\$945	\$865	\$725
1/4 Page	\$675	\$615.....	\$550
1/6 Page	\$400	\$360	\$320
1/12 Page.....	\$225	\$200	\$160

<i>Black & White</i>	1x	3x	6x
Full Page	\$1100	\$985	\$825
2/3 Page	\$825	\$735	\$615
1/2 Page	\$550	\$500	\$455
1/3 Page	\$410	\$370	\$310
1/4 Page	\$325	\$275.....	\$225
1/6 Page	\$195	\$175.....	\$150
1/12 Page.....	\$125	\$110.....	\$95

Magazine Mechanics

Finished Trim Size	8.375" x 10.875"
Column Width	2.25"
Binding.....	Saddle Stitched
Bleeds	All type must be at least .375" from trim

Advertising Sizes

	Vertical	Horizontal
Full Page (w/Bleed) *	8.625" x 11.125"	N/A
Full Page (No Bleed)	7.5" x 10.125"	N/A
2/3 Page	5" x 10.125"	7.5" x 6.75"
1/2 Page	3.625" x 10.125"	7.5" x 5"
1/3 Page	2.5" x 10.125"	7.5" x 3.375"
1/3 Page Square	3.5" x 3.5"	4.75" x 4.75"
1/4 Page	3.625" x 5"	7.25" x 2.25"
1/6 Page	2.375" x 5"	7.5" x 1.625"
1/12 Page	2.375" x 2.5"	N/A

*Full page bleed dimensions includes .125" bleed.

Digital Requirements & Contract Regulations

Media Format.....CD, DVD, 100ZIP, 250ZIP
 File Format,PDF or TIFF with all fonts and images embedded

NOTE: All advertising provided in native application files (Quark Xpress, PageMaker, Microsoft Word & Publisher, Powerpoint or any other word processing program) **WILL NOT BE ACCEPTED** as proper file submission. All advertising must be submitted in either PDF or TIFF files. Please contact your advertising representative if you have problems meeting this requirement.

- All ads are to be press ready. If files are not prepared properly, files will be returned for proper formatting. If *Waterfowl Magazine* is asked to correct files, additional charges may occur.
- All advertisements, contracts and insertion orders are accepted subject to the terms and regulations of this rate card. All advertising is subject to the Publisher's approval.
- Positioning of advertising is at the discretion of the Publisher, except where specific preferred positions are covered and agreed to by contract.
- Publisher assumes no liability in errors in key numbers, free information numbers or advertising index; or for failure to publish the advertisement for any reason.
- Advertiser and advertising agency assume liability for all content of advertisements printed, and also for claims arising therefrom made against Publisher.
- The Publisher reserves the right to reject any ad copy which, at his discretion, is deemed objectionable, misleading, not in the best interest of the readers, or contrary to Federal or State regulations, whether or not the ad previously had been accepted and/or printed.



Contact Information

Waterfowl USA

Box 50 • The Waterfowl Building

Edgefield, SC 29824

803.637.5767

advertising@waterfowlusa.org

www.WaterfowlUSA.org





BOX 50 • THE WATERFOWL BUILDING • EDGEFIELD, SC 29824 • 803-637-5767 • FAX 803-637-6983

Corporate Partner in Conservation Advertising Programs

Platinum Package

By becoming a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Platinum level, your company will receive the following benefits and recognition:

- Six full pages of Back Cover Color Advertising* in *Waterfowl Magazine*. This advertising will guarantee a premium placement for the next six issues of *Waterfowl Magazine*, in order to promote your products to our membership of avid waterfowlers.
Advertising value: \$14,250.
- Two additional full pages of Color Advertising in *Waterfowl Magazine*. This advertising can be used in any combination of sizes for the next six issues of *Waterfowl Magazine*.
Advertising value: \$4,470.
- Sponsorship privileges for four of your Corporate V.I.P.'s to attend a Waterfowl U.S.A. National Hunt. Included in this Waterfowl U.S.A. National Hunt are: Two days of hunting, guide fees, lodging and meals. **(a \$3,000 value).**
- Two informative articles featuring one item of your choosing in an issue of *Waterfowl Magazine* (publishing time of article at the discretion of the editorial staff).
- Be recognized as a "Corporate Partner in Conservation" of Waterfowl U.S.A. in each issue of *Waterfowl Magazine* for the next 12-month period.
- Receive editorial support for up to four (4) product reviews to be featured in *Waterfowl Magazine's* special section, "From the Decoy Bag," within the next 12 months.
- Exclusive use of Waterfowl U.S.A.'s mailing list in a direct mail campaign. A list containing nearly 20,000 members will be accessible for a two-time non-transferable use.
(a \$3,600 value).
- Be recognized on the Waterfowl U.S.A. national website as one of our "Corporate Partners in Conservation".

When you become a Waterfowl U.S.A. "Corporate Partner in Conservation" at the Platinum level, you will receive all of these benefits and recognition for a full 12-month period from the date of acceptance. The cost of this sponsorship is \$16,500, with payments of \$4,125 in four monthly payments, or **only \$12,500** if paid in advance *(a \$4,000 savings)*. Remember that your advertising dollars not only allow you to reach a specific target market geared towards your business, but all advertising revenue (after operating expenses) goes towards assisting local Waterfowl U.S.A. chapters with their wetland conservation efforts. Thank you for your support towards a great American heritage.

*Page placement covers back cover of the magazine. Other premium pages not available with additional package pages. One package will be offered. Once space is committed, Platinum Package will no longer be available. Please contact your advertising representative for availability.



Corporate Partner in Conservation Advertising Programs

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Gold Package

By becoming a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Gold level, your company will receive the following benefits and recognition:

- Six full pages of Premium Color Advertising* in *Waterfowl Magazine*. This advertising will guarantee a premium placement for the next six issues of *Waterfowl Magazine*, in order to promote your products to our membership of avid waterfowlers.
Advertising value: \$11,970.
- Two additional full pages of Color Advertising in *Waterfowl Magazine*. This advertising can be used in any combination of sizes for the next six issues of *Waterfowl Magazine*.
Advertising value: \$4,470.
- Sponsorship privileges for four of your Corporate V.I.P.s to attend a Waterfowl U.S.A. National Hunt. Included in this Waterfowl U.S.A. National Hunt are: Two days of hunting, guide fees, lodging and meals. **(a \$3,000 value).**
- Two informative articles featuring one item of your choosing in an issue of *Waterfowl Magazine* (publishing time of article at the discretion of the editorial staff).
- Be recognized as a "Corporate Partner in Conservation" of Waterfowl U.S.A. in each issue of *Waterfowl Magazine* for the next 12-month period.
- Receive editorial support for up to four (4) product reviews to be featured in *Waterfowl Magazine's* special section, "From the Decoy Bag," within the next 12 months.
- Exclusive use of Waterfowl U.S.A.'s mailing list in a direct mail campaign. A list containing nearly 20,000 members will be accessible for one-time non-transferable use.
(a \$1,800 value).
- Be recognized on the Waterfowl U.S.A. national website as one of our "Corporate Partners in Conservation".

When you become a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Gold level, you will receive all of these benefits and recognition for a full 12-month period from the date of acceptance. The cost of this sponsorship is \$13,500, with payments of \$3,325 in four monthly payments, or **only \$10,500** if paid in advance *(a \$3,000 savings)*. Remember that your advertising dollars not only allow you to reach a specific target market geared towards your business, but all advertising revenue (after operating expenses) goes towards assisting local Waterfowl U.S.A. chapters with their wetland conservation efforts. Thank you for your support towards a great American heritage.

*Page placement covers choice of inside front cover, inside back cover, or page three of the magazine. Outside back cover is not available with Gold Package. Premium pages not available for additional full page advertising in package. Up to three packages will be offers. Once spaces are committed, Gold Packages will no longer be available. Please contact your advertising representative for availability.



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Silver Package

By becoming a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Silver level, your company will receive the following benefits and recognition:

- Four full pages of Color Advertising in *Waterfowl Magazine*. This advertising can be used in any combination of sizes for the next six issues of *Waterfowl Magazine*, in order to promote your products to our membership of avid waterfowlers.
Advertising value: \$8,760.
- Sponsorship privileges for two of your Corporate V.I.P.s to attend a Waterfowl U.S.A. National Hunt. Included in this Waterfowl U.S.A. National Hunt are: Two days of hunting, guide fees, lodging and meals. **(a \$1,500 value)**
- Two informative articles featuring one item of your choosing in an issue of *Waterfowl Magazine* (publishing time of article at the discretion of the editorial staff).
- Be recognized as a "Corporate Partner in Conservation" of Waterfowl U.S.A. in each issue of *Waterfowl Magazine* for the next 12-month period.
- Receive editorial support for up to three (3) product reviews to be featured in *Waterfowl Magazine's* special section, "From the Decoy Bag," within the next 12 months.
- Exclusive use of Waterfowl U.S.A.'s mailing list in a direct mail campaign. A list containing nearly 20,000 members will be accessible for one-time non-transferable use.
(a \$1,800 value)
- Be recognized on the Waterfowl U.S.A. national website as one of our "Corporate Partners in Conservation".

When you become a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Silver level, you will receive all of these benefits and recognition for a full 12-month period from the date of acceptance. The cost of this sponsorship is \$6,500, with payments of \$1,625 in four monthly payments, or **only \$5,500** if paid in advance *(a \$1,500 savings)*. Remember that your advertising dollars not only allow you to reach a specific target market geared towards your business, but all advertising revenue (after operating expenses) goes towards assisting local Waterfowl U.S.A. chapters with their wetland conservation efforts. Thank you for your support towards a great American heritage.

*Premium pages not available for full page advertising in silver package.



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Bronze Package

By becoming a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Bronze level, your company will receive the following benefits and recognition:

- Three one-half page ads of Color Advertising in *Waterfowl Magazine*. This advertising can be used in any combination of sizes for the next six issues of *Waterfowl Magazine*, in order to promote your products to our membership of avid waterfowlers.
Advertising value: \$3,345.00.
- Sponsorship privileges for one of your Corporate V.I.P.s to attend a Waterfowl U.S.A. National Hunt. Included in this Waterfowl U.S.A. National Hunt are: Two days of hunting, guide fees, lodging and meals. **(a \$750 value)**
- An informative article featuring one item of your choosing in an issue of *Waterfowl Magazine* (publishing time of article at the discretion of the editorial staff).
- Be recognized as a "Corporate Partner in Conservation" of Waterfowl U.S.A. in each issue of *Waterfowl Magazine* for the next 12-month period.
- Receive editorial support for up to two (2) product reviews to be featured in *Waterfowl Magazine's* special section, "From the Decoy Bag," within the next 12 months.
- Be recognized on the Waterfowl U.S.A. national website as one of our "Corporate Partners in Conservation".

When you become a Waterfowl U.S.A. "Corporate Partner in Conservation", at the Bronze level, you will receive all of these benefits and recognition for a full 12-month period from the date of acceptance. The cost of this sponsorship is \$3,250, with payments of \$812.50 in four monthly payments, or **only \$2,750** if paid in advance *(a \$500 savings)*. Remember that your advertising dollars not only allow you to reach a specific target market geared towards your business, but all advertising revenue (after operating expenses) goes towards assisting local Waterfowl U.S.A. chapters with their wetland conservation efforts. Thank you for your support towards a great American heritage.