

INTERNATIONAL Game Warden



2012 RATE CARD

Prices in effect Sept. 1, 2011

THE WORLD'S LEADING MAGAZINE FOR CONSERVATION ENFORCEMENT Est. 1984

NAWEOA is proud to be the parent organization of the *International Game Warden* magazine. The *International Game Warden* is widely distributed across the United States and Canada, as well as other countries. What an excellent opportunity to promote your business! We offer a wide range of advertisement space as well as classified ads.

The information is as follows:

Note: PRICES IN \$US. Please add applicable state, provincial or territory taxes and any additional fees such as ad agency commissions and charges.

Issue	Space Closing	Material Closing
Spring	February 15	March 1
Summer	May 15	June 1
Fall	August 15	September 1
Winter	November 15	December 1

Covers	ISSUES (Frequency)	1x	2x	3x	4x
Inside Front		2,000	1,900	1,800	1,600
Inside Back		1,800	1,700	1,600	1,500
Outside Back (2/3page)		3000	2900	2800	2600

Color	Size	1x	2x	3x	4x
Four Color	Full Page	1,600	1,500	1,400	1,200
	1/2 Page	950	900	850	750
	1/3 Page	650	625	600	550
	1/4 Page	600	575	550	500

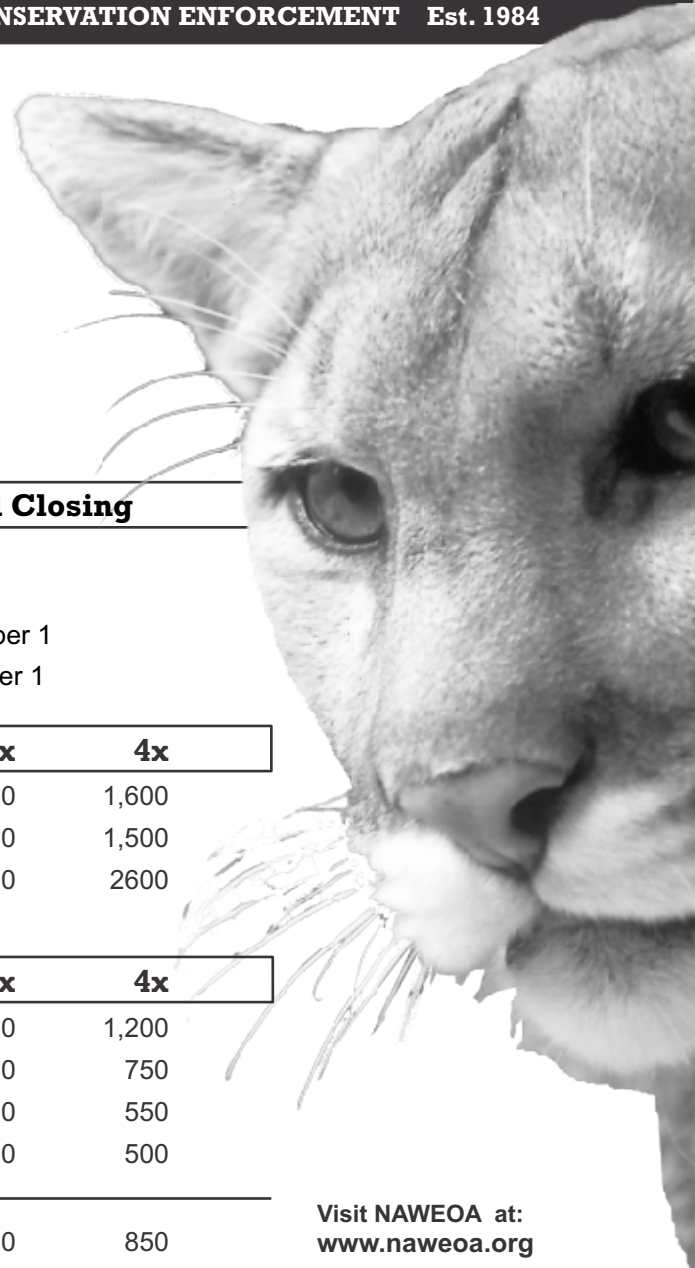
B & W	Size	1x	2x	3x	4x
B & W	Full Page	1,100	1050	1000	850
	1/2 Page	675	600	550	450
	1/3 Page	450	425	400	350
	business card	150	150	150	150

Visit NAWEOA at:
www.naweo.org



Visit the International Game Warden site at: www.igwmagazine.com/

Advertising contact: Carlos Gomez
Phone: 918-232-8449
advertising@igwmagazine.com



File specifications:



File format: Our preferred file format is **Prepress Ready High Resolution Pdfs** (portable document format) or **EPS** format.

Art should be prepared at 100% of finished printed size at 300dpi and as either 4 color process (CMYK) or Grayscale.

Bleeds - Where an ad is designed with bleed 1/4 inch is required to be built into each side which requires bleed Crop marks are required.

Text - All text must be converted to curves.

Pantone Spot Color - Will be matched w/process colors and billed at 4-color rate. If Pantone Spot color is required, there will be an additional color charge per color. Contact publisher for information.

Special Positions - Solely at the discretion of the publisher. For guaranteed position, add 10% to earned frequency rate. Position charges are non-commissionable.

Mechanical Requirements:

	Non-Bleed	Bleed		Non-Bleed	Bleed
Full Page	8.25 X 10.75	8.5 X 11	Half Page Horizontal	7.25 X 5	8.25 X 5
Inside Front/Back	8.25 X 10.75	8.5 X 11	1/3 Page Vertical	2.25 X 9.25	2.75 X 11
Half Page Island	3.5 X 9.25	4 X 11	1/3 Page Horizontal	3.58 X 7.25	3.58 X 8.25
Business Card	2 x 3.5				

Printed offset, saddle stitched, 60lb Gloss stock

Live matter: Keep at least 0.5" from trim and binding edge (gutter).

Trim size: 8.25" X 10.75" All measurement in U.S. inches.

Contract and Copy Regulations

Unfulfilled contracts by the advertiser prior to completion will be short-rated at the highest applicable earned rate, which means that the rate on past and subsequent insertions will be adjusted to conform with the actual space used when it is less than the space originally contracted by the advertiser. Fifteen percent commission will be allowed recognized agencies on display ads. Commissions will be allowed on charges for space. No commission will be allowed on any charges more than 60 days past due. Publisher reserves the right to reject or cancel any advertising for any reason at any time. Advertiser and advertising agency assume liability for all content (including text and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher and agree to indemnify the publisher against any expense or loss suffered by reason of such claim. Publisher shall have no liability for errors in key numbers or in sections such as Classified advertising.

Shipping Instructions

Send Ad contracts to:

IGW Advertisements

Att: Carlos Gomez
215 West 115 St. S
Jenks OK 74037 USA

Phone: 918-232-8449
advertising@igwmagazine.com
or cgomez115@att.net

Send Ad materials to:

IGW Advertising

Att: Bruce Weild
33 Forest Place
Regina, SK
Canada S4S 4M2

or
Email (max 16MB):
bruce.weild@b-creative.ca

Send Subscription Information:

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