

INTERNATIONAL

Game Warden



**RATE
CARD**

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

NAWEOA is proud to announce that we have purchased *The International Game Warden* magazine. We are looking forward to an exciting future in our new endeavor. *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.

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

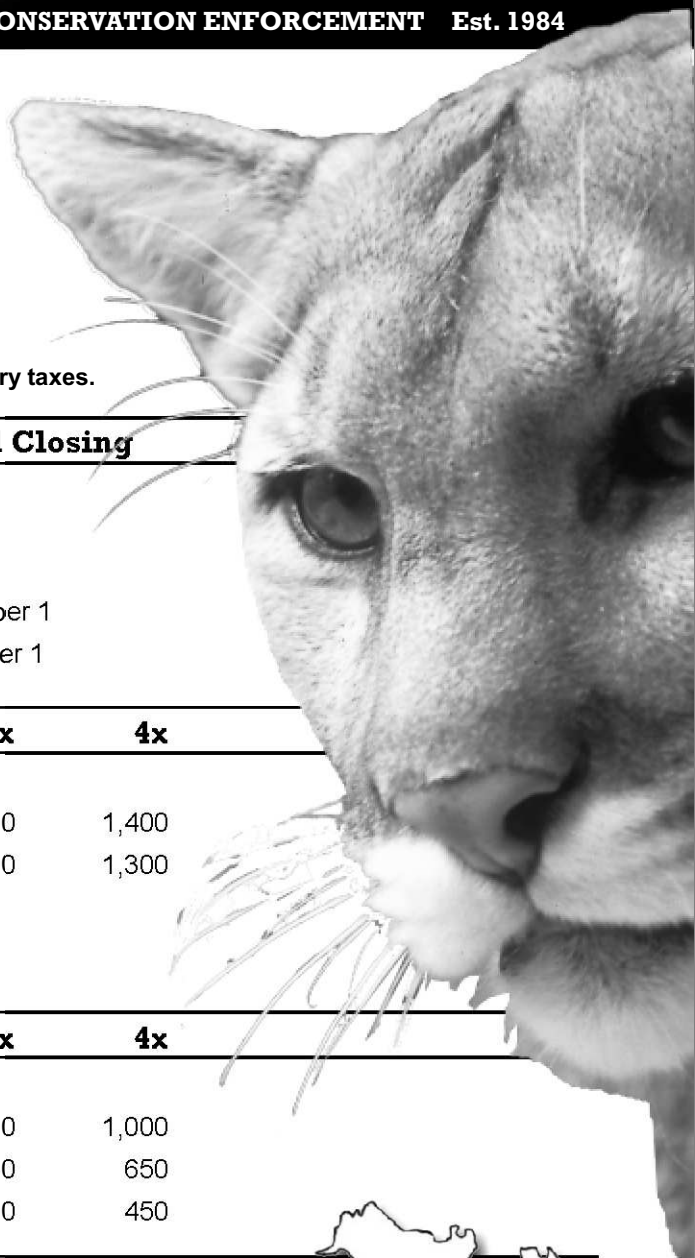
ISSUES	Covers	1x	2x	3x	4x
	Inside Front	1,800	1,700	1,600	1,400
	Inside Back	1,600	1,500	1,400	1,300
	Outside Back (size restricted)				

Size		1x	2x	3x	4x
Four Color (Limited pages)	Full Page	1,400	1,300	1,200	1,000
	1/2 Page	850	800	750	650
	1/3 Page	550	525	500	450
B & W	Full Page	1,000	950	900	750
	1/2 Page	600	550	500	400
	1/3 Page	400	375	350	300



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

Visit the NAWEOA site at: www.naweo.org/



Film Specifications:

- Full page ads: negatives, right reading emulsion down, 150 line screen for 4-color, and B/W.
- Proofs required: One (1) velox proof of B/W ads; one (1) matchprint of 4-color or 2-color ads.
- Color keys are not acceptable.

Note that film will be held for one year, then destroyed

Digital Files:

Our supported design programs are QuarkXPress, FreeHand, Illustrator and Photoshop. We accept Photoshop files for your images, but we strongly advise that you do not prepare your entire layout in Photoshop, or similar image editing program, as the resolution that is ideal for photographs will cause your type to appear jagged. Files prepared in PageMaker, CorelDraw must be saved as either, hi-resolution PDF files with all fonts embedded, or as eps files with all fonts embedded, please send all native files, in addition to the PDF or eps files. (This will facilitate remedying any problems that may occur at pre-press.) Please make sure all images are saved as CMYK and NOT RGB, as these will not print correctly. If you prepare your file in Microsoft Word, images must be linked and NOT imbedded. Images must be hi-resolution (300dpi at final print size). Microsoft Publisher files are not acceptable. We prefer Macintosh files supplied on Zip (100 MB and 250 MB) or Jaz cartridges, or CD-R, or 3.5" floppy disk. Mac files may be compressed using Stuffit, obtainable from www.aladdinsys.com. PC files may be compressed using WinZIP, obtainable from www.winzip.com

PMS - Will be matched w/process colors and billed at 4-color rate.
 If PMS color must be used, there will be a 5th color charge. Contact publisher.

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

Bleed Charge - Add 15% to earned frequency rate.

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

* Gutter bleed only

Printed offset, saddle stitched

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.

Classifieds - See IGW classifieds page, or call **1-306-725-4903** and ask for IGW Classified Ad Manager.

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 materials and contracts to:

IGW Advertisements,
 Carlos Gomez
 Phone: 918-232-8449
advertising@igwmagazine.com
 or cgomez115@cox.net

Subscription Information:

IGW Subscriptions,
 PO Box 1254, Altoona
 PA 16603-1254
 PH: 1-814-940-1155
subscription@igwmagazine.com

Mailing address:
 215 West 115 St. S.
 Jenks OK 74037 USA



INTERNATIONAL



Game Warden

THE WORLD'S LEADING MAGAZINE FOR CONSERVATION ENFORCEMENT



Date

Dear

Please find enclosed the latest issue of the International Game Warden (IGW) magazine. The North American Wildlife Enforcement Officers Association (NAWEOA) is proud to introduce to you this high quality, informative magazine and we are sure you will enjoy it. The rate card for advertising is also attached and I would be pleased to discuss any potential advertising at your convenience.

NAWEOA is a non-profit organization created to represent fish and wildlife enforcement officers all across North America and has members as well in Europe, Africa, New Zealand, and Australia. In all, approximately 20,000 readers worldwide receive four issues per year.

With the IGW we hope to promote greater education, morale, professionalism and communication among all natural resource agencies, officers and members. This magazine will ensure the continued professional dedication to the protection of our fish and wildlife resources. This magazine offers an excellent opportunity to promote yourselves North America-wide to this large group of professional men and women dedicated to protecting our valued resources and demonstrate your support of these as well.

I thank you for taking an interest in our magazine and for your future support. Please feel free to call me at any time to discuss your role in the success of the International Game Warden magazine.

Sincerely

Carlos Gomez
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