Alabama Wildlife Magazine

Alabama Wildlife magazine has been educating, informing, and entertaining Alabama Wildlife Federation members for over 20 years.

A publication devoted exclusively to the conservation and wise use of our natural resources, Alabama Wildlife gets the attention of readers across the state with excellent feature writing, exceptional photography and upscale design.

For more information about the Alabama Wildlife Federation or Alabama Wildlife magazine, call AWF at 1-800-822-WILD (9453).

“Dedicated to avid hunters, anglers, landowners, and outdoor enthusiasts in general who are passionate about the proper use, management and protection of wildlife and natural resources in our great state, Alabama Wildlife magazine continues to earn respect among its peers and subscribers year after year.”

Tim L. Gothard, AWF Executive Director
Editor, Alabama Wildlife

contact us:
(800) 822-9453
fax 334-285-4959
visit us online:
www.alabamawildlife.org
ADVERTISING RATES AND SPECIFICATIONS

PROFILE

Alabama Wildlife is published quarterly for Alabama Wildlife Federation members.

It includes articles on game and non-game wildlife and wildlife management, land management, conservation and conservation education, and hunting and angling.

CIRCULATION

7,000 AWF members including 500 AWF affiliate hunting clubs

READERSHIP

18,000 sportsmen, landowners, and conservationists across Alabama

ADVERTISING RATES:

<table>
<thead>
<tr>
<th>Format</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>Pre-paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1040</td>
<td>$988</td>
<td>$871</td>
<td>$854 per issue $3,416 per year</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,386</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,229 per issue $4,916 per year</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$620</td>
<td>$589</td>
<td>$519</td>
<td>$509 per issue $2,036 per year</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$368</td>
<td>$323</td>
<td>$308</td>
<td>$302 per issue $1,208 per year</td>
</tr>
</tbody>
</table>

AD DIMENSIONS:

Full Page 8.5”w x 11”h; plus .125” bleed; minimum .125” internal margin

Back Cover 6.5”w x 11”h; plus .125” bleed; minimum .125” internal margin

1/2 Page (horizontal): 7.5”w x 4.875”h

1/2 Page (vertical): 3.625”w x 10”h

1/4 Page 3.625”w x 4.875”h

ADVERTISING PLANNING CALENDAR:

<table>
<thead>
<tr>
<th>Quarterly Issue</th>
<th>Closing Date</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>September 1</td>
<td>October 1</td>
</tr>
<tr>
<td>Winter</td>
<td>December 1</td>
<td>January 1</td>
</tr>
<tr>
<td>Spring</td>
<td>March 1</td>
<td>April 1</td>
</tr>
<tr>
<td>Summer</td>
<td>June 1</td>
<td>July 1</td>
</tr>
</tbody>
</table>

FORMAT DETAILS: We accept the following formats, high resolution PDF, linked InDesign files, high resolution flat Photoshop files, and outlined Illustrator files. CMYK for 4 color ads, spot color for 2 color ads. No RGB files.

RESOLUTION: 300 dpi at 100%.

MEDIA: Please include all fonts and support documents, laser proofs so that we may check our output, and a contact name and phone number in case we have questions.

send advertising material to:
Alabama Wildlife Federation
Attn: Marla Ruskin
3050 Lanark Road, Millbrook, AL 36054
marla@alabamawildlife.org
ADVERTISING AGREEMENT

ADVERTISER’S INFORMATION:

Business Name: ___________________________ Contact: ___________________________

E-Mail Address: ___________________________ Web Site: ___________________________

Mailing Address: ___________________________

City: ___________________________ State: ________ Zip: ___________________________

Phone: ___________________________ Fax: ___________________________ Cell Phone: ___________________________

Billing Address (if different from above):


Please check one:

- [ ] FULL COLOR AD
- [ ] SPOT COLOR AD
- [ ] BLACK AND WHITE AD

Please check one:

- [ ] FULL PAGE AD
- [ ] 1/2 PAGE AD
- [ ] 1/4 PAGE AD

Please check issue(s):

- [ ] WINTER ISSUE
- [ ] SPRING ISSUE
- [ ] SUMMER ISSUE
- [ ] FALL ISSUE

Advertising Rate: ___________________________ Total Cost: ___________________________

Notes:


Approved By: ___________________________ Title: ___________________________

Authorized Signature: ___________________________ Date: ___________________________

After completing and signing your ad agreement, please fax to (334) 285-4959, ATTN: Marla Ruskin

Ad Policy: Publisher reserves the right to refuse any ad. Terms and Conditions: Prepayment required until credit with the Alabama Wildlife Federation is established. All invoices due and payable within 30 days of receiving invoice.
The Alabama Wildlife Federation (AWF) is the oldest and largest non-profit conservation organization in Alabama. The AWF was established by sportsmen in 1935 to promote the conservation and wise use of our wildlife and natural resources and to ensure a high quality of life for future generations of Alabamians.