# BirdWatching magazine

# Print Advertising

**Rate Card #26**
**Effective February 2012 Issue**

**1-888-558-1544 • www.BirdWatchingDaily.com**

## DISPLAY ADVERTISING

Rates Per Insertion

| Four-Color: | 1X | 3X | 6X |
|---|---|---|---|
| 1 page | $3,860 | $3,585 | $3,312 |
| MTOP* | 3,667 | 3,405 | 3,146 |
| 2/3 page | 2,876 | 2,671 | 2,467 |
| 1/2 page | 2,277 | 2,115 | 1,954 |
| 1/3 page | 1,590 | 1,477 | 1,364 |
| 1/4 page | 1,235 | 1,147 | 1,060 |
| 1/6 page | 857 | 796 | 735 |

| Two-Color: | 1X | 3X | 6X |
|---|---|---|---|
| 1 page | $3,171 | $2,945 | $2,721 |
| MTOP* | 3,013 | 2,798 | 2,585 |
| 2/3 page | 2,363 | 2,194 | 2,027 |
| 1/2 page | 1,871 | 1,738 | 1,605 |
| 1/3 page | 1,307 | 1,213 | 1,121 |
| 1/4 page | 1,015 | 942 | 871 |
| 1/6 page | 704 | 654 | 604 |
| 1/12 page | 381 | 353 | 327 |

| Black & White: | 1X | 3X | 6X |
|---|---|---|---|
| 1 page | $2,757 | $2,560 | $2,366 |
| MTOP* | 2,619 | 2,432 | 2,247 |
| 2/3 page | 2,054 | 1,908 | 1,762 |
| 1/2 page | 1,627 | 1,511 | 1,396 |
| 1/3 page | 1,136 | 1,055 | 975 |
| 1/4 page | 882 | 819 | 757 |
| 1/6 page | 612 | 568 | 525 |
| 1/12 page | 331 | 307 | 284 |

**MTOP – More than 1 page, same issue, per extra page*

**Cover Rates**

| Four-Color: | 1X | 3X | 6X |
|---|---|---|---|
| Second cover | $4,464 | $4,145 | $3,830 |
| Third cover | 4,287 | 3,981 | 3,678 |
| Fourth cover | 4,841 | 4,496 | 4,154 |

### Special Positions

Earned rate plus 10%. Consult Advertising Department for availability.

### Inserts and Bind-In Cards

Consult Advertising Department for rates and specifications.

## MARKETPLACE ADVERTISING

| Black & White: | 1X | 3X | 6X |
|---|---|---|---|
| 3" | 353 | 321 | 292 |
| 2" | 231 | 211 | 191 |
| 1.5" | 176 | 160 | 146 |
| 1" | $119 | $108 | $98 |

| Two-Color: | 1X | 3X | 6X |
|---|---|---|---|
| 3" | 406 | 370 | 336 |
| 2" | 266 | 243 | 220 |
| 1.5" | 203 | 185 | 168 |
| 1" | $137 | $125 | $113 |

No agency commission.

## ADDITIONAL CLASSIFICATIONS

### Bed & Breakfast Directory:

An ad in the *BirdWatching* Bed & Breakfast Directory is an effective way to attract birdwatchers nationwide to your location and to the regional birding hotspots. Listings are categorized geographically so travelers can locate your bed and breakfast quickly and easily. Ad space averages 39 characters across, 5 lines maximum, plus standardized name, address, and phone number. **Rates*:** 1 issue $77 • 3 issues $218 • 6 issues $408

* No agency discount.

### Word Classified Advertising:

Classified advertising is $2.11 per word, $25.00 minimum order per issue, payable in advance. Frequency discounts available: 3 insertions: $1.90 per word; 6 issues $1.69 per word. We reserve the right to edit undesirable copy or refuse listings. Count all initials, numbers, name, address, city, state and zip code. No agency commission. Telephone number and street address must be supplied for publisher records. Plus, when you place a Classified word ad in *BirdWatching* magazine, the same ad will appear on www.BirdWatchingDaily.com at no additional charge.

## CLOSING AND PUBLICATION DATES

| Cover Date | Closing Date | Ad Material Due Date | Publication Date | Newsstand On Sale Date |
|---|---|---|---|---|
| Feb. 2012 | Nov. 4 | Nov. 11 | Dec. 24 | Jan. 3 |
| April | Jan. 10 | Jan. 17 | Feb. 25 | Mar. 6 |
| June | Mar. 6 | Mar. 13 | Apr. 21 | May 1 |
| August | May 18 | May 25 | June 23 | July 3 |
| October | July 23 | July 30 | Aug. 25 | Sept. 4 |
| December | Sept. 24 | Oct. 1 | Oct. 27 | Nov. 6 |

## GENERAL RATE POLICY & PAYMENT TERMS

Rates are based on the total number of insertions during a contract year. 3 or 6 insertions of the same or varied sizes earn frequency discounts. For example, two full-page ads and one half-page ads earn the 3-time rate for both sizes of space. Multiple ads in a single issue count as one insertion.

Advertiser or agency will receive a 15% discount if display ad is submitted electronically and if bills are paid within 30 days of invoice date. Production charges are non-commissionable. 2% discount on display invoices paid within 10 days of invoice date, net due in 30 days. Payment in advance on display ads earns 2% cash discount. It is understood that all orders accepted for space are subject to our credit requirements. Prepayment is required with order/contract from new advertisers. We accept money orders and checks drawn on U.S. banks in U.S. funds, Visa, MasterCard, American Express, and Discover cards.

## SEND YOUR DIGITAL AD TO US:

**Via our website:** www.adsubmission.kalmbach.com
Please send us a printout of your ad to help us ensure accuracy. We compare our output to yours to make sure the elements and version of the ad are correct.
**Fax:** 262-796-0126

**Mailing Instructions:**
Advertising Department • *BirdWatching* magazine •
21027 Crossroads Circle • Waukesha, WI 53186-4055

Estimated average paid circulation for 6 months ended December 31, 2011 is 29,603. Circulation is obtained by direct-to-publisher renewals, direct mail, space advertising and distribution to book stores and newsstands.

P16878

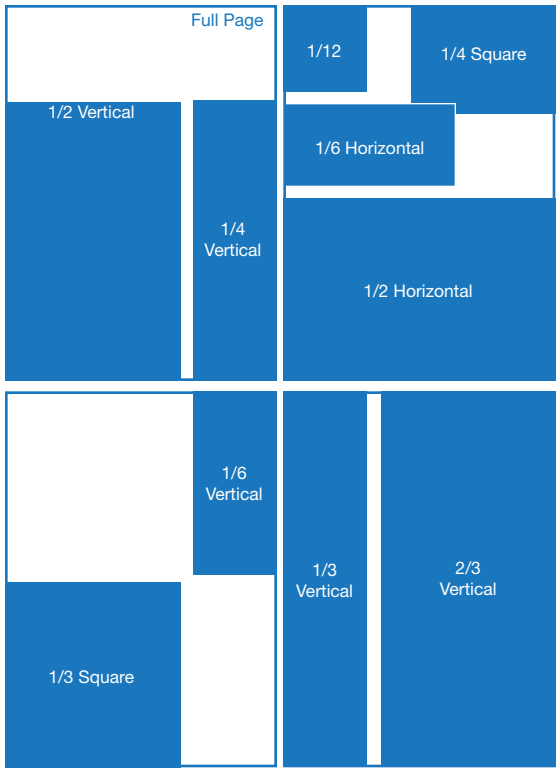
# BirdWatching magazine

# Print Advertising

**Rate Card #26**
**Effective February 2012 Issue**

**1-888-558-1544 • www.BirdWatchingDaily.com**

## AD SIZES




## AD MEASUREMENTS

| Unit Sizes | Width | Height |
|---|---|---|
| Two-page spread** | | |
| Bleed spread* | 16.75" | 11.0" |
| Trimming to | 16.5" | 10.75" |
| Live matter | 15.875" | 10.125" |
| Full Page Bleed | 8.5" | 11.0" |
| Trimming to | 8.25" | 10.75" |
| Live matter* | 7.625" | 10.125" |
| Full Page/Non-Bleed | 7.0" | 9.75" |
| **Covers: Same as above** | | |
| 2/3 page vertical | 4.5" | 9.75" |
| 1/2 page horizontal | 7.0" | 4.75" |
| 1/2 page vertical | 4.5" | 7.25" |
| 1/3 page vertical | 2.125" | 9.75" |
| 1/3 page square | 4.5" | 4.75" |
| 1/4 page square | 4.5" | 3.5" |
| 1/4 page vertical | 2.125" | 7.25" |
| 1/6 page vertical | 2.125" | 4.75" |
| 1/6 page horizontal | 4.5" | 2.25" |
| 1/12 page | 2.125" | 2.25" |

**Publisher reserves the right to reduce or enlarge any advertisement which does not meet the reserved and specified size and charge for the additional work.**

*Hold live matter 5/16" from the trim. Publisher shall not be subject to any liability whatsoever for bleed ads extending past these margins.

**Keep live material (type) ¼" on either side of the gutter for two-page spread ads.

## GENERAL CONDITIONS

Submission of any advertisement, insertion order, space reservation or position commitment shall constitute acceptance of the following General Conditions:

- As used in this section titled "General Conditions," the term "publisher" shall refer to Kalmbach Publishing Co.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the ad with the error.
- Publisher is not responsible for mistakes in production of ad copy not submitted in writing.
- Publisher shall have no liability for errors in key numbers, or advertiser's index.
- Conditions other than rates are subject to change by publisher without notice.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.
- Kalmbach Publishing Co. believes that our readers are as important as you - our advertisers. Therefore, we try to handle all reader's advertising complaints promptly and carefully. Your help in expediting this process if a situation occurs is appreciated.

## MECHANICAL SPECIFICATIONS

- Binding: Saddle-stitched
- Complete ad material must be received no later than the ad material due date. **Contract ads will be repeated as run in previous issue unless new material is received by the ad material due date.**
- **B/W and 2-Color Specifications:** Standard two-color ads consist of black and one of the following colors: magenta, cyan, or yellow. Other colors may be available upon request.
- **4/C Process Specifications:** Advertisers should supply a color accurate (SWOP) digital proof (e.g. Epson, Kodak, etc.) otherwise publisher cannot be held responsible for color problems during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB will be converted to the closest CMYK separations.
- **Production Charges:** Standard ad production work, including design, typesetting, photo placement, text alterations and most other changes, is included in the cost of the ad. Advertisers do not earn the 15% digital discount if publisher performs any production work on an ad. Photography, page alterations, hi-res color scans, color correct proofs of ads and sending ads to other publications incur charges over and above the included production work stated above. Other work is billed at $55/hour. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct the files.
- **Provide a printout or proof:** To help ensure that accurate output and placement of your digital ad, publisher recommends that you send one of the following proofs when submitting your final ad: jpeg, screenshot, fax, or mailed printout. If a proof/printout is not received, publisher cannot be responsible for errors or discrepancies that may occur in the final product. Advertiser may supply a color contract proof to be used to in place of a printout.

P16878

# BirdWatching magazine Online Advertising

**Rate Card #26**
**Effective January 2012**

**1-888-558-1544 • www.BirdWatchingDaily.com**

## WEBSITE RATES

| Website | | RATES PER INSERTION 1X | 6X | 12X |
|---|---|---|---|---|
| BirdWatchingDaily.com | Medium Rectangle | $230 | $206 | $160 |

## E-MAIL NEWSLETTER RATES

| E-mail Newsletter | RATES PER INSERTION 1X | 6X | 12X | 24X |
|---|---|---|---|---|
| Premium Text | $206 | $186 | $146 | $124 |
| Sponsor Banner | $190 | $172 | $132 | $114 |
| Banner | $142 | $127 | $100 | $85 |
| Button | $107 | $96 | $75 | $64 |

## SIZES AND SPECIFICATIONS

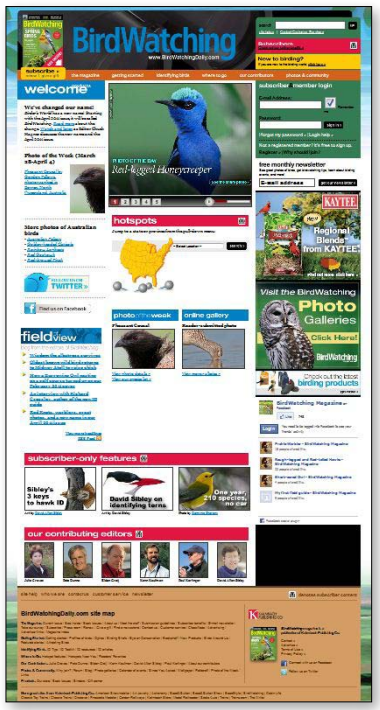
**POSITIONS AND SIZES:**
- Medium Rectangle: 300 pixels wide x 250 tall.

**FILE FORMATS:**
- Online ads may be submitted in GIF, JPEG, or Flash Format with a maximum file size of 40K.

**ROTATIONS:**
- Four advertisers rotate in each position. Ads are sold on a non-exclusive basis. Each advertiser receives 25% of the total page views.

**ANIMATION:**
- Animation is limited to 15 seconds total with a maximum of four loops. Animation is not available in branded sponsorship positions.

**Your advertising sales representative can supply the latest figures on page views for each site, and answer any other questions about BirdWatchingDaily.com.**




## SIZES AND SPECIFICATIONS

**PREMIUM TEXT:**
Appears within the content well and lets you promote your company in an editorial environment. A limited number of positions are available.

**INCLUDES:**
**Headline:** In bold type.
**Copy:** Up to 75 words of text in a paragraph form.
**Links:** Up to two links can be included in the ad.
**One image:** 300 pixels wide by 75 pixels high or 150 pixels wide by 150 pixels high. No animation. File size: 15k or less.

**SPONSOR BANNER:**
Appears in the upper right-hand corner next to our logo. One position available.

**AD SPECS:**
**Dimensions:** 234 pixels wide by 60 pixels high • File size: 15k or less. No animation.

**BANNER:**
Appears in the right-hand column of our newsletter next to our content. A limited number of positions available.

**AD SPECS:**
**Dimensions:** 120 pixels wide by 240 pixels high • File size: 15k or less. No animation.

**BUTTON:**
Appears in the right-hand column of our newsletter adjacent to the content and below the banner ad. One position available.

**AD SPECS:**
**Dimensions:** 120 pixels wide by 90 pixels high • File size: 15k or less. No animation.

## SUBMIT YOUR WEB OR E-MAIL NEWSLETTER AD

Via our Website: www.adsubmission.kalmbach.com
Please provide a URL link along with the file.

P16878