

# Birding

## 2010 Advertising Rates



*Birding* is the bimonthly magazine published by the American Birding Association, a not-for-profit organization, which provides leadership to field birders by increasing their knowledge, skills and enjoyment of birding, and by contributing to bird conservation. ABA supports the interests of birders of all ages and experience. The ABA, with more than 18,000 members, is North America's largest membership organization for birders. And the readership of *Birding*, with an average of 1.58 readers-per-copy, exceeds 28,440. ABA members are affluent: \$95,500 average family income; highly educated: 84% with college degree or better; and mature: average age 55 years.

### Four-Color Ad Rates

Ad Size	1 Time	3 Times	6 Times
<b>Back Cover</b>	\$3,170	\$2,855	\$2,750
<b>Inside Covers</b>	\$2,660	\$2,395	\$2,260
<b>2-Page Spread</b>	\$4,510	\$4,060	\$3,840
<b>Full Page</b>	\$2,255	\$2,030	\$1,920
<b>2/3 Page</b>	\$1,560	\$1,400	\$1,320
<b>1/2 Page</b>	\$1,170	\$1,050	\$990
<b>1/3 Page</b>	\$800	\$720	\$680
<b>1/6 Page</b>	\$495	\$450	\$420

### Black & White Ad Rates

Ad Size	1 Time	3 Times	6 Times
<b>Full Page</b>	\$1,140	\$1,025	\$970
<b>2/3 Page</b>	\$780	\$705	\$665
<b>1/2 Page</b>	\$585	\$525	\$495
<b>1/3 Page</b>	\$400	\$360	\$340
<b>1/6 Page</b>	\$250	\$225	\$210
<b>1/12 Page</b>	\$125	\$115	\$110

### Two-Color Ad Rates

Ad Size	1 Time	3 Times	6 Times
<b>Full Page</b>	\$1,815	\$1,635	\$1,545
<b>2/3 Page</b>	\$1,250	\$1,120	\$1,055
<b>1/2 Page</b>	\$940	\$840	\$800
<b>1/3 Page</b>	\$650	\$585	\$550
<b>1/6 Page</b>	\$430	\$365	\$330

15% commission to recognized agencies

### Closing Dates

Issue Date	Targeted Mail Date	Space Reservation*	Ad Materials Due*
<b>Jan/Feb</b>	Jan 1	Nov 6	Nov 20
<b>Mar/Apr</b>	Mar 1	Jan 8	Jan 22
<b>May/June</b>	May 1	Feb 19	Mar 5
<b>July/Aug</b>	July 1	Apr 23	May 7
<b>Sept/Oct</b>	Sept 1	June 18	July 2
<b>Nov/Dec</b>	Nov 1	Aug 20	Sept 3

\*All dates subject to change. Advertisers will be notified in advance of any schedule changes.

### Ad Dimensions

Ad Size	Width	Height
<b>Full Page</b>	7.25 inches	9.5 inches
<b>2/3 Page</b>	4.75 inches	9.5 inches
<b>1/2 Page Horizontal</b>	7.25 inches	4.5 inches
<b>1/2 Page Vertical</b>	4.75 inches	7 inches
<b>1/3 Page Horizontal</b>	7.25 inches	3 inches
<b>1/3 Page Vertical</b>	2.25 inches	9.5 inches
<b>1/3 Page Square</b>	4.75 inches	4.5 inches
<b>1/6 Page Horizontal</b>	4.75 inches	2.25 inches
<b>1/6 Page Vertical</b>	2.25 inches	4.5 inches
<b>1/12 Page Square</b>	2.25 inches	2 inches

For advertising information on *Birding* and other ABA publications contact: Ken Barron, (830) 895-1144; <kbarron@kctc.com>. Send all insertion orders and advertising materials to: Bryan Patrick, 4945 N. 30th Street, Suite 200, Colorado Springs, CO 80919-3151. E-mail <bpatrick@aba.org>; (719) 578-9703 Ext. 229; FAX (719) 578-1480.

(See reverse side for ad materials specifications.)

## Ad Materials Specifications for *Birding*

### SIZE SPECIFICATIONS:

The trim size of *Birding* is 8-1/8" × 10-7/8". The bleed size is 8-3/8" × 11-1/8" for a full page. Bleed ads should be designed to cover the full untrimmed page size, but any type or illustrations not intended to bleed should fit within the image area. Vital printed matter should be kept 3/8" away from the trim.

**DIGITAL FILES:** *Birding* is produced on Macintosh-based systems. PC files are accepted, but PC file conversions may result in additional production charges to the advertiser. For more information regarding digital files please contact Jim Harris at (719) 578-9703 Ext. 239; e-mail <jharris@aba.org>.

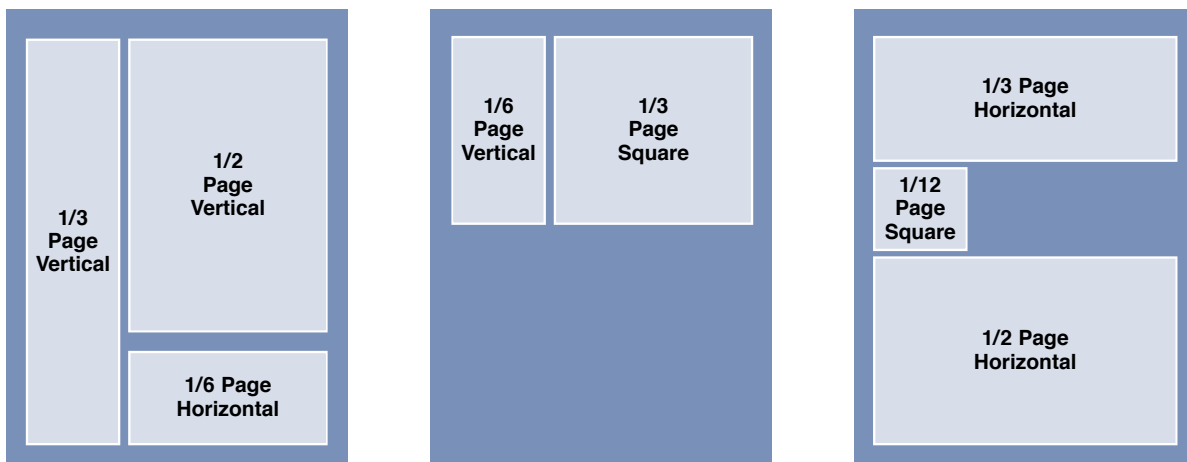
The file formats supported for the magazine are:

- QuarkXPress 7 or 8 • Adobe Illustrator CS3 • Adobe InDesign CS3 (PDF preferred) • Adobe Acrobat 9 (PDF) • Adobe Photoshop TIFF or EPS. **We cannot accept Microsoft Publisher or Microsoft Word documents.**
- Files must have all high-resolution images and fonts included. We accept OpenType (preferred), Type 1 (Mac), or TrueType fonts. Do not stylize fonts from program style palette.
- When supplying ads in Illustrator, convert all fonts to outlines.
- Scanned images must be in CMYK or Grayscale in TIFF or EPS format.
- Scanned images must be 300 dpi or more at full size. 150 line screen.
- Total density should not exceed 300%.
- No JPEG, BMP, or PNG file formats.
- Do not nest EPS files into other EPS files.
- All required trapping should be done prior to creating the files.
- Spot/Pantone colors must be converted to CMYK.
- A digital proof should be provided that is generated from the furnished file. Laser proofs should be supplied at 100%.
- File formats accepted: TIFF and EPS.
- Media supported: CDs and DVDs.
- Include all support graphics and fonts.
- When ad files are emailed or uploaded to our ftp site, please fax a proof.

**NOTE: Ad material submitted without proofs, or after the materials closing date, will not receive adjustments in case of printing errors. Publisher reserves the right to re-size, up to 5%, any advertising materials not created to specifications, and to invoice the advertiser for the additional production charges.**

**FTP INSTRUCTIONS:** Our preference is for advertisers to submit their ads in the specified digital formats. Files can be emailed to <advert@aba.org> or can be uploaded to our ftp site which is ftp.americanbirding.org/incoming. This is a public domain so you will not need to use a user name or password to access this site. Please give your files names associated with your company name for ease of identification. If emailing or using ftp transfer, please fax a hard copy proof to (719) 578-1480 and email <advert@aba.org> to alert us that the files are there for download. If color is an issue, please mail us a hard copy, Kodak-approved color proof.

**If an advertiser requests that ABA make corrections to an ad, the advertiser will be charged \$70 per hour (half-hour minimum). Ad production services are available; for costs please contact Bryan Patrick at (719) 578-9703 Ext. 229; e-mail <bpatrick@aba.org>.**



## Terms & Conditions

**First-time advertisers are required to pay in advance for their first ad in *Birding*.**

Payable in U.S. funds by check, MasterCard, VISA, or Discover. Make checks payable to American Birding Association.

By the purchase of advertising space in *Birding*, the advertiser agrees to each of the following conditions:

- (1) any advertisement may be rejected;
- (2) ad rates may be increased two months in advance for an issue;
- (3) ABA is not obligated to meet an advertiser's special conditions, such as written requests for a position in the magazine;
- (4) ABA will not assume liability if an advertisement is omitted;
- (5) cancellations will not be accepted after the space reservations closing date;
- (6) ABA reserves the right to pickup an ad from the last issue of *Birding* in which it was published, when new ad copy is received after the closing date;
- (7) cancellations of space reservations will result in a rate adjustment (short-rate) based on past insertions that reflect the ad space used to earn the frequency rate;
- (8) advertisers will be invoiced at current ad rates even if advertising orders have incorrect rates;
- (9) advertisers will be charged fees incurred for handling ads that are not camera-ready, late, or require copy revisions;
- (10) the advertiser is liable for all ad content and assumes responsibility for any claims or legal fees resulting from ad content;
- (11) net terms of 30 days; a late charge of 1% per month will be added for past due invoices.