

Birding

AMERICAN BIRDING ASSOCIATION



Birding magazine is the award-winning, full-color, bimonthly members' magazine of the American Birding Association. The magazine's diverse content covers all aspects of the study and appreciation of wild birds and their habitats in North America and beyond. *Birding* is produced by Editor Ted Floyd and a team of birding experts from all over the United States. Along with print content, *Birding* offers extensive online content—some of it exclusively for members, other content available to everybody. The magazine's online content emphasizes both interactivity and multimedia items like video and sound recordings.

Four-Color Ad Rates			
Ad Size	1 Time	3 Times	6 Times
Back Cover	\$3,295	\$2,965	\$2,860
Inside Covers	\$2,765	\$2,490	\$2,350
2-Page Spread	\$4,690	\$4,220	\$3,990
Full Page	\$2,345	\$2,110	\$1,995
2/3 Page	\$1,620	\$1,455	\$1,370
1/2 Page	\$1,215	\$1,090	\$1,025
1/3 Page	\$830	\$745	\$705
1/6 Page	\$510	\$465	\$435



Black & White Ad Rates			
Ad Size	1 Time	3 Times	6 Times
Full Page	\$1,545	\$1,390	\$1,320
2/3 Page	\$1070	\$960	\$910
1/2 Page	\$805	\$720	\$680
1/3 Page	\$550	\$495	\$465
1/6 Page	\$340	\$310	\$290
1/12 Page	\$220	\$200	\$190

Closing Dates			
Issue Date	Targeted Mail Date*	Space Reservation*	Ad Materials Due*
February	Jan 26	Dec 22	Dec 29
April	Mar 23	Feb 16	Feb 23
June	May 25	Apr 20	Apr 27
August	Jul 27	Jun 22	Jun 29
October	Sept 21	Aug 17	Aug 24
December	Nov 23	Oct 19	Oct 26

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

Ask us about additional frequency discounts when placing ads in both *Birding* and *Birder's Guide*!

Send advertising materials to: Ed Rother/Advertising, PO Box 744, 93 Clinton Street, Suite ABA, Delaware City, Delaware, 19706; or e-mail to erother@aba.org. See the last page for ad materials specifications.

CONTACT JOHN LOWRY TO RESERVE YOUR AD TODAY!

- Phone: **302.838.3660 Ext. 680** • Email: **jlowry@aba.org** •
- Mailing address: **PO Box 744, 93 Clinton Street, Suite ABA, Delaware City, DE 19706** •

Ad Materials Magazine Specifications

SIZE SPECIFICATIONS:

The trim size of *Birding*, *Birder's Guide*, and *North American Birds* is 8-1/8" x 10-7/8". The bleed size is 8-3/8" x 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.

AD 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 Ed Rother at <erother@aba.org>.

The file formats supported for the magazine are:

- QuarkXPress, Adobe Illustrator, Adobe InDesign, Adobe Photoshop. However, the preferred method for receiving files is a high-resolution PDF with bleeds and crop marks included. **We cannot accept Microsoft Publisher or Microsoft Word documents as final advertising artwork.**
- 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.
- Images and files must be in CMYK or Grayscale in TIFF or EPS format.
- Images and files 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 include a separate PDF proof in your email.

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.

FILE DELIVERY INSTRUCTIONS: Our preference is for advertisers to submit their ads in the specified digital formats. Files can be emailed to <erother@aba.org>. If you would like, you can also upload files to our ftp server. The host name of our ftp server is <ftp.aba.org>, the user name is <ads@aba.org> and the password is <ads> 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 email <erother@aba.org> to alert us that the files are there for download.

If an advertiser requests that ABA make corrections to an ad, the advertiser will be charged \$80 per hour (half-hour minimum). Ad production services are available; for a custom quote please contact Ed Rother at <erother@aba.org>.

Terms & Conditions

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

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 any ABA publications, 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 the particular issue 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.

Ad Dimensions

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

