



Delta Wildlife





**P. O. Box 276
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www.deltawildlife.org**

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For more than 20 years, Delta Wildlife has been helping restore and enhance wildlife habitat throughout the Yazoo-Mississippi Delta and adjacent Loess Bluffs. Through the years, we have accrued a significant list of accomplishments that have yielded countless benefits to our wildlife resources and those who enjoy them.

The organization uses many tools to accomplish its mission. But when it come to education and outreach, the Delta Wildlife magazine remains the

centerpiece of communication between the organization and the businessmen and women, landowners, land managers, farmers, sportsmen, conservationists and all others who have a genuine interest in the natural and wildlife resources of Northwest Mississippi.

In 2008, Delta Wildlife reaffirmed its commitment to publishing a quality magazine by transitioning from a 32-page, black and white publication, to a 40-page full color magazine. Significant changes were also made in layout, design and content. In only one year after improvements had been made, the publication helped us grow our membership and circulation by 18%. It was clear that mainstay landowners, sportsmen and conservationists have wholeheartedly embraced the changes to the publication while our new diversity of content attracted a wider demographic to our organization and publication.

Delta Wildlife is grateful to all those who supported the magazine during its transitional period. Now we must work to sustain the wonderful publication we have created. Therefore, the Magazine Committee humbly urges you to support our efforts by advertising in the Delta Wildlife magazine. Advertisers can enjoy knowing that they are supporting an organization that is working to benefit the wildlife resources of this region and all those who enjoy it. Furthermore, each advertiser should know that we will continue to work to make the Delta Wildlife magazine a must read for every landowner, land manager, farmer, hunter, fishermen and conservationist who is interested in the wildlife resources of Northwest Mississippi.

Sincerely,

Magazine, Education and Public Relations Committee
Delta Wildlife

Advertising Rate Card

General Policy: All advertising insertions, orders, contracts and materials are subject to approval by the publisher. Cancellation of space orders will not be accepted after space closing date. All contracts must be in writing. Verbal agreements will not be honored.

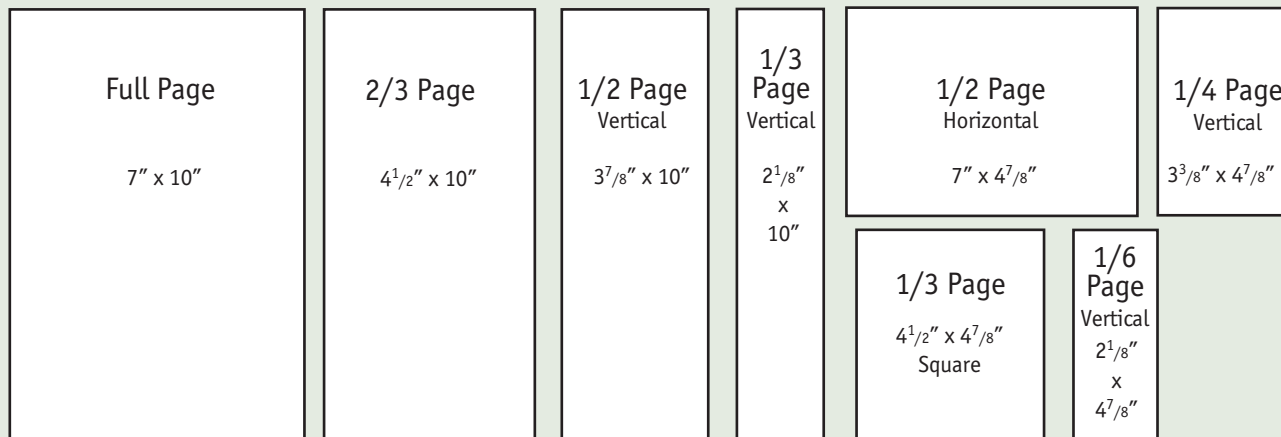
Send artwork to: cwatson@onegrower.com
5118 Park Avenue, Suite 111, Memphis, TN 38117

Contact: For space reservations and other information:
Trey Cooke, Delta Wildlife, trey@deltawildlife.org
Phone: (662) 686-3370, Fax: (662) 686-3382

ADVERTISING RATES & AD SIZES

Advertising rates are based on 4 issues per year.

Size	B/W	Color
Back Cover	_____	\$6,000
Inside Covers	_____	\$5,000
Full Page	\$3,000	\$4,000
2/3 Page	\$2,500	\$3,000
1/2 Page (horizontal or vertical)	\$1,500	\$2,000
1/3 Page (square or vertical)	\$1,400	\$1,600
1/4 Page (vertical)	\$1,040	\$1,200
1/6 Page	\$700	\$800



MECHANICAL SPECIFICATIONS

Process: Saddle stitched standard size magazine, printed on coated enamel paper stock. Color ads are produced CMYK (4/Color) unless a matched PMS color is specified.

Trimmed page size: 7 7/8" x 10 3/4"

Width of type page: 7" (42 picas)

Depth of type page: 10" (60 picas)

Bleed page size: 8 1/8" x 11"

Bleed spread size: 16 " x 11"

Bleed requirements: full pages and spreads only, keep live matter at least 1/2" (3 picas) inside of bleed dimensions for trimming safety.

Furnished ad materials held for only 12 months, unless otherwise specified.

Materials accepted: Digital files furnished on CD, Zip or other media. Submit ads in a PDF-X1a format created with Adobe Acrobat/Distiller version 6.0 or Native application file such as Quark, Illustrator, etc. in either Mac or PC formats. Include all high resolution CMYK images or Grayscale @ 300 dpi resolution. No RGB or JPEG images permitted. Embed all fonts. DO NOT subset or allow substitution of fonts when converting PDF file. No TrueType or fonts other than genuine Adobe type fonts. Right-reading, Portrait Mode, 100% Size, No Rotations. No crop marks, color bars, register marks, etc. inside the live area of any file.



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