



# Delta Wildlife

VOLUME XXX NO. 2

SUMMER 2022

2024 MAGAZINE RATE CARD

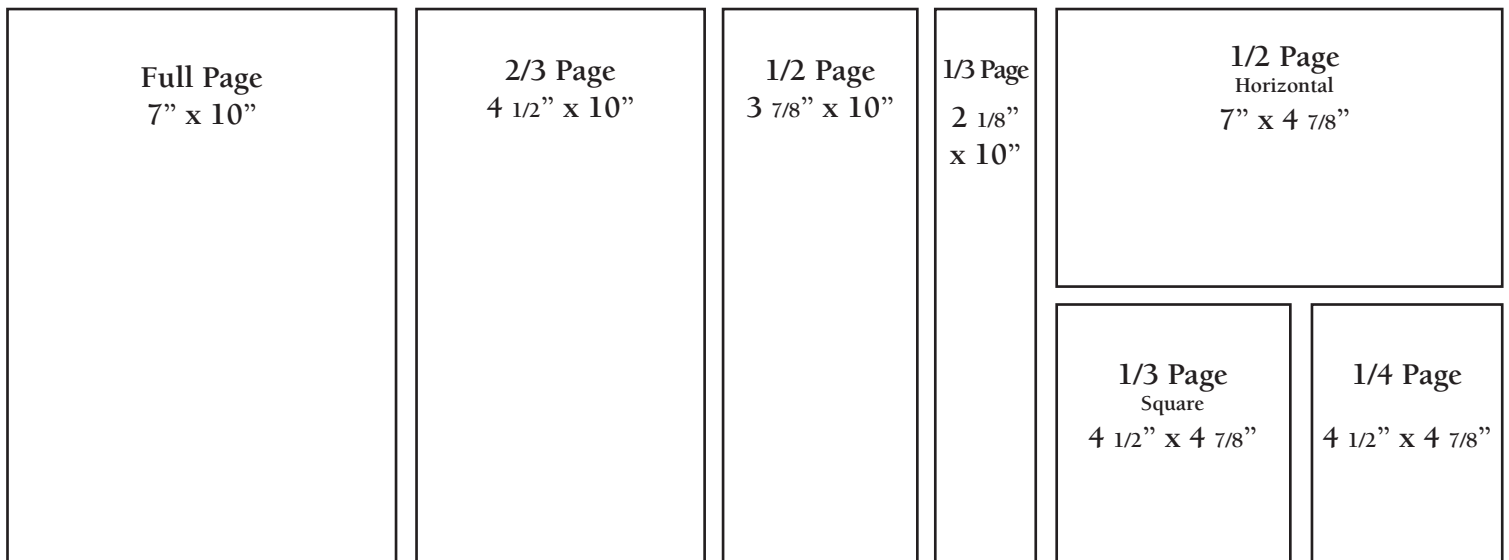
# ADVERTISING RATE CARD

**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.

## ADVERTISING RATES & AD SIZES

ADVERTISING RATES ARE BASED ON 4 ISSUES PER YEAR

Size	Annual Price / Per Issue
Back Cover	\$6,000 / \$1,055
Inside Front Cover	\$5,000 / \$1,250
Inside Front Cover Opposite	\$5,000 / \$1,250
Inside Back Cover	\$5,000 / \$1,250
Inside Back Cover Opposite	\$5,000 / \$1,250
Full Page	\$4,000 / \$1,000
2/3 Page	\$3,000 / \$750
1/2 Page (horizontal or vertical)	\$2,000 / \$500
1/3 Page (square or vertical)	\$1,600 / \$400
1/4 Page (vertical)	\$1,200 / \$300





# Specs

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)

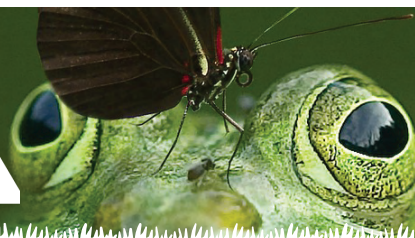
Bleed page size: 8 1/8" x 11"

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 di-mensions for trimming safety.

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

**MATERIALS ACCEPTED:** Digital files furnished via email or Dropbox. Submit ads as a PDFX1a format created with Adobe Acrobat/Distiller version 6.0 or Native application file such as Illustrator, etc. in either Mac or PC formats. Include all high resolution CMYK images at 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.



All photos submitted MUST be a resolution of at least 300 DPI. Delta Wildlife is not responsible for poor printing quality due to low resolution photography. All logos must be sent in the form of AI, PS, PDF, high resolution PNG or EPS.