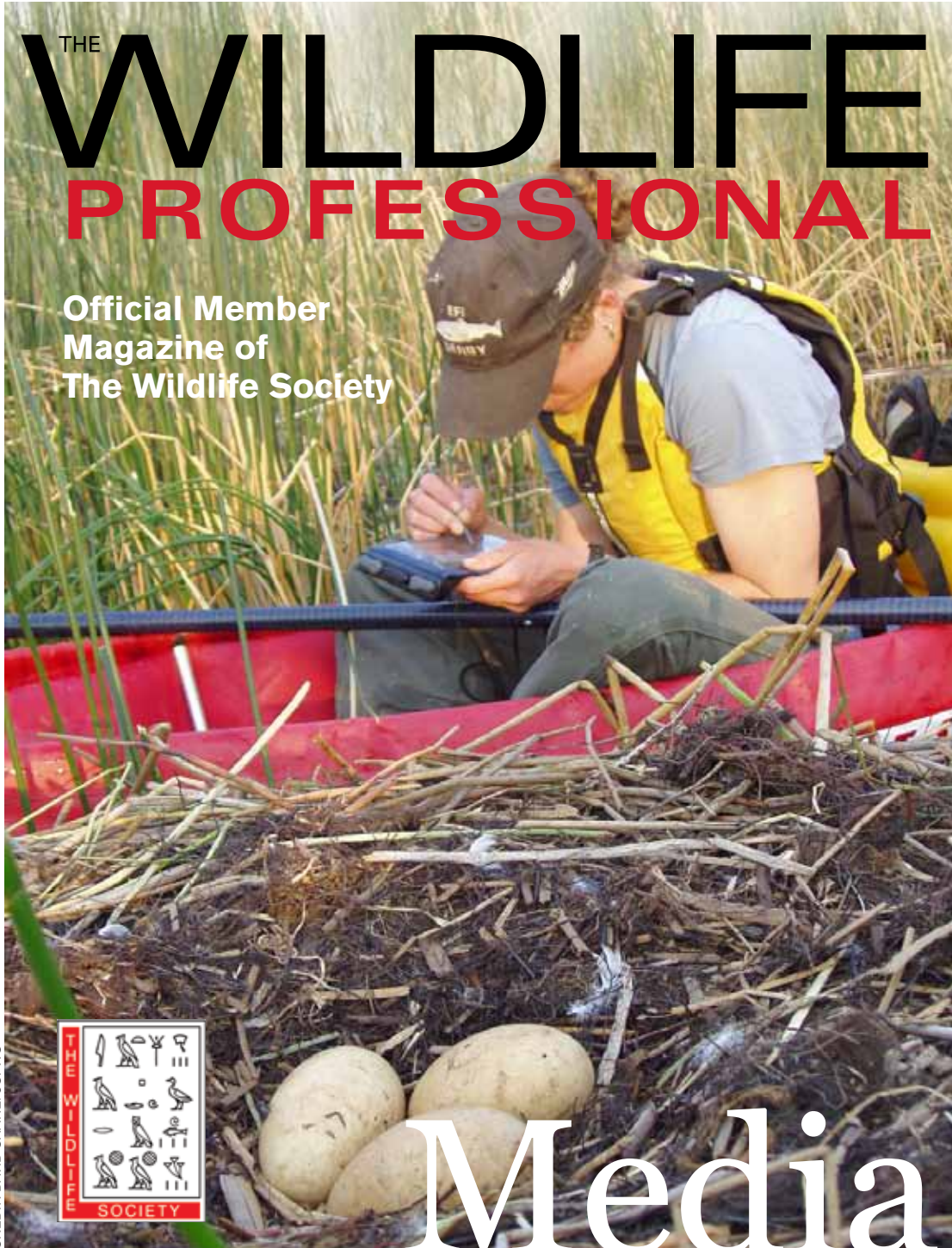


THE WILDLIFE PROFESSIONAL

Official Member
Magazine of
The Wildlife Society



CREDIT: DAVID SAFINE/USFWS



Media Kit 2011

There Is
Only One

#1

The Wildlife Society (TWS) is the leading association of professionals in wildlife management and conservation in North America—and *The Wildlife Professional* is the Society's flagship publication.

Print and Electronic
Advertising
Opportunities



Effective November 15, 2010

Our Market



Sent quarterly to the nearly 10,000 members of TWS, this highly respected, award-winning magazine reaches the key leaders of federal, state, and provincial agencies and NGOs involved in fish and wildlife management and conservation. Our readers include:

Federal government

employees working in natural-resource agencies such as the U.S. Fish and Wildlife Service, Bureau of Land Management, U.S. Department of Agriculture, Environmental Protection Agency, and National Park Service

State fish and wildlife

agency employees including members of the Association of Fish and Wildlife Agencies.

University faculty and department chairs

in hundreds of undergraduate and graduate programs in conservation biology, ecology, environmental sciences, veterinary medicine, and wildlife sciences.

NGO professionals involved in wildlife conservation such as the National Wildlife Federation and The Nature Conservancy.

Private consultants

working with federal, state, and local agencies and NGOs on issues such as wildlife damage management, wetlands restoration, environmental impact assessments, and endangered species management.

Professionals in hunting and sporting organizations

such as the National Wild Turkey Federation, Ducks Unlimited, the Rocky Mountain Elk Foundation, and the Boone & Crockett Club.

Wildlife veterinarians

in the American Association of Wildlife Veterinarians, the Wildlife Disease Association, and others involved in disease diagnosis, management, and treatment.

Their Needs



As administrators, scientists, biologists, educators, technicians, and consultants in the wildlife management and conservation profession, our readers are the users—and buyers—of equipment and services in the multi-million dollar wildlife management and conservation industry. To do their jobs effectively, they need the equipment to locate, fence, trap, net, tranquilize, inoculate, mark, weigh, test, transport, and monitor wildlife in the field and in the lab. This covers everything from basic binoculars and boots to the most advanced telemetry and GPS technology, enabling wildlife professionals to move efficiently and comfortably in all seasons and terrains, from deserts and mountains to wetlands and tundra.



CREDIT: JAKE WALKER

Editorial Scope



The Wildlife Professional presents timely news, research, and analysis of issues and trends in wildlife management and conservation. Article categories include:

Education

Ethics in Practice

Health and Disease

Human-Wildlife Connection

Law and Policy

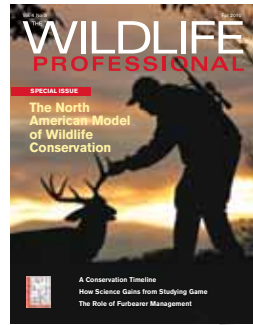
Plans and Practices

Professional Development

Tools and Technology

Wildlife Imaging

Commentary and Reviews



Editorial Coverage



Each issue of the magazine runs about 80 pages with 12 to 15 articles and 11 standing departments. Among the topics we'll cover in 2011:

Wetlands management and conservation

Climate change adaptation

Feral cats management

Use of tasers in wildlife control

Obtaining GPS training

Urban carnivore management

Aerial thermal imaging photography

The role of zoos in conservation

The ethics of wildlife photography

Wildlife-technician careers

Sage-grouse conservation

Wildlife-friendly fences

Issues in Hawaiian conservation

Migratory bird research

Feral pig management

Wildlife conservation in war zones

Flyfishing in Schools program

State Wildlife Action Plans

Exposure at Meetings and Conferences



The Wildlife Professional receives broad exposure at numerous national and regional meetings and conferences throughout the year. TWS staff displays and distributes the magazine as a membership marketing tool. Among the meetings we attend:

Association of Fish and Wildlife Agencies Conference

Wildlife Management Institute
North American Wildlife and Natural Resources Conference

Regional Fish and Wildlife Conferences

Meetings with TWS' eight regional sections and state and student chapters

Meetings with partner organizations such as the Coalition of Natural Resource Societies, American Wildlife Conservation Partners, the Theodore Roosevelt Conservation Partnership, USGS Natural Resource Conservation Service, Association of Public and Land-grant Universities.

Print Display Advertising Rates

We offer display advertising rates that deliver cost-effective access to key industry decision makers.

Black & White Rates	1x	2x	4x
Full page	\$865	\$825	\$790
2/3 page	\$625	\$595	\$565
1/2 page	\$535	\$510	\$490
1/3 page	\$355	\$340	\$320

Color Rates

Standard second color earned rate	+ \$400
4-Color earned rate	+ \$990

Covers (4 color only)

Covers 2 & 3	\$2,320	\$2,205	\$2,090
Cover 4	\$2,600	\$2,470	\$2,350



Electronic Ad Link

To increase the value and reach of your print ad in TWP, hot link your ad in the electronic edition of each issue for a small additional charge of only 15% of the black-and-white rate.



Career Opportunities Advertising NEW!

When your organization or university needs to find highly qualified candidates to fill key faculty or agency leadership positions related to wildlife management and conservation, place an ad in *The Wildlife Professional* to reach a broad pool of skilled professionals.

Black & White	1x	2x	4x
Full page	\$610	\$580	\$550
2/3 page	\$475	\$460	\$440
1/2 page	\$375	\$360	\$340
1/3 page	\$355	\$340	\$320

Four-Color

Full page	\$1,600	\$1,570	\$1,540
2/3 page	\$1,465	\$1,450	\$1,430
1/2 page	\$1,365	\$1,350	\$1,330
1/3 page	\$1,345	\$1,330	\$1,310



Ad Sizes

	Width	Depth
Full-page bleed size	8 3/4"	11 1/8"
Full-page trim size	8 1/2"	10 7/8"
Full-page non-bleed size	8"	10 3/8"
2/3 page vertical	4 1/4"	9 1/4"
1/2 page island	4 1/4"	6 1/2"
1/2 page horizontal	7 1/2"	4 1/4"
1/3 page vertical	2 7/8"	9 1/4"
1/3 page square	4 1/4"	4 1/2"

Vital advertising matter should be kept 1/4" from trim on all sides.

Binding: Perfect bound

Process: Web offset

All ads must be submitted in "Press Quality" PDF format. Minimum resolution of 300 dpi. Four-color process (CMYK). Fonts embedded. All art (photos, logos, etc.) set to CMYK colors. No crop marks.



Email artwork to: production@AdSalesExperts.net

Advertising Sales Office National Display & Career Opportunities

Robert Silverstein
Advertising Sales Experts
17320 MacDuff Avenue
Olney, MD 20832
Phone: 240-498-9674
Email: rsilverstein@AdSalesExperts.net

Editorial Office

Lisa Moore, Editor-in-Chief
The Wildlife Professional
The Wildlife Society
5410 Grosvenor Lane, Suite 200
Bethesda, MD 20814
Phone: 301-897-9770 ext. 302
Email: lmoore@wildlife.org

Advertise on www.wildlife.org

NEW!



Advertising on the Society's website—www.wildlife.org—will give your company immediate and daily exposure to the decision makers at agencies and companies in wildlife management and conservation. The website receives:

More than 1,000 visits per business day

More than 20,000 visits per month

Nearly 48,000 page views per month

All prices are based on a fixed 30-day exposure. Ads are available either as a skyscraper or a button, and advertising can be purchased as exclusive or rotating with either one or two other messages.

Availability is limited. To learn more, contact Bob Silverstein, rsilverstein@AdSalesExperts.net.



Specifications for Web Ads

	<i>Exclusive</i>	<i>Rotate w/ 1 other</i>	<i>Rotate w/ 2 others</i>
Skyscraper: 160 pixels × 500 pixels	\$850/mo	\$750/mo	\$650/mo
Button: 160 pixels × 240 pixels	\$550/mo	\$450/mo	\$350/mo

Maximum file size: 50K

File format: GIF or JPEG, animated GIF files accepted; flash files are not accepted.

Publisher's Policies



CREDIT: DEBORAH COWMAN

Published Quarterly: Issued on or around the 10th of the month of the cover date of publication.

2011 Issue	Print Date	Closing Date for Orders	Final Ad Materials Due
Spring	March 10	Jan. 13	Jan. 20
Summer	June 10	April 14	April 21
Fall	Sept. 10	July 14	July 21
Winter	Dec. 10	Oct. 13	Oct. 20

General: Contracts, insertion orders, correspondence, special requests, proofs, and copy should be addressed to:

The Wildlife Professional
Advertising Sales Office
17320 MacDuff Avenue
Olney, MD 20832
production@AdSalesExperts.net

Publisher's Copy Protective Clause:

Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed or displayed electronically, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its mission or publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

Positioning of Advertisements:

Advertisement placement is at the sole discretion of the Publisher except where a request for a specified preferred position is agreed to and acknowledged by the Publisher.

Advertising Policies: Publisher has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.

Conditions other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term "Publisher" shall refer to *The Wildlife Professional* magazine and/or The Wildlife Society. The terms and conditions of this rate card supercede any terms or conditions appearing on advertiser's orders or materials.

Publisher is not responsible for errors or omissions in key numbers and/or advertisers' index.

Regulations concerning copy and contracts are those generally accepted throughout the industry.

No conditions other than those set forth in this rate card shall be finding on the Publisher unless specifically agreed to in writing by the Publisher.

All orders are accepted for space subject to our credit requirements.

Publisher retains right of final approval and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on display space, color, and preferred position charges. Commission is not allowed on such charges as artwork,

reprints, backup of inserts, classified ads under 1/6 page, production and bindery charges and special handling charges. Commission is subject of forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1-1.2% per month until paid in full.

Dual Liability: All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf regardless of whether such payment was remitted to the agent.



COURTESY OF THE COLORADO DIVISION OF WILDLIFE