

# North American Birds

## 2010 Advertising Rates



A QUARTERLY JOURNAL OF ORNITHOLOGICAL RECORD PUBLISHED BY THE AMERICAN BIRDING ASSOCIATION

The mission of the journal is to provide a complete overview of the changing panorama of our continent's birdlife, including outstanding records, range extensions and contractions, population dynamics, and changes in migration patterns or seasonal occurrence. Each issue of *North American Birds* includes twenty seven seasonal reports covering the entire North American continent and West Indies and Hawaii. The reports are a collection of sightings from active field birders and are crucial to understanding the population dynamics and conservation needs of North American birds. Paid circulation is 5,000.

### Four-Color Ad Rates

Ad Size	1 Time	3 Times	4 Times
Back Cover	\$1,440	\$1,295	\$1,225
Inside Covers	\$1,210	\$1,085	\$1,025
Full Page	\$1,025	\$925	\$870
2/3 Page	\$710	\$635	\$600
1/2 Page	\$530	\$475	\$450
1/3 Page	\$365	\$325	\$310
1/6 Page	\$230	\$210	\$200

### Black & White Ad Rates

Ad Size	1 Time	3 Times	4 Times
Full Page	\$520	\$465	\$440
2/3 Page	\$355	\$320	\$300
1/2 Page	\$265	\$240	\$225
1/3 Page	\$185	\$165	\$155
1/6 Page	\$115	\$105	\$100

### Two-Color Ad Rates

Ad Size	1 Time	3 Times	4 Times
Full Page	\$825	\$745	\$700
2/3 Page	\$575	\$520	\$490
1/2 Page	\$430	\$385	\$365
1/3 Page	\$295	\$265	\$250

5% discount off the above ad rates if the same ad is scheduled in *Birding*.

### Closing Dates

Date Issue Mailed	Space Reservation*	Ad Materials Due*
May 1 (Vol. 64: No. 1)	March 3	March 17
July 15 (Vol. 64: No. 2)	May 12	June 2
October 15 (Vol. 64: No. 3)	August 14	September 4
January 15 (Vol. 64: No. 4)	October 20	November 10

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

### 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

15% commission to recognized ad agencies. For additional information contact Ken Barron, (830) 895-1144; <kbarron@kbc.com>. Send all insertion orders and advertising materials to: Bryan Patrick, *North American Birds* Advertising Coordinator, 4945 N. 30th Street, Suite 200, Colorado Springs, CO 80919-3151. E-mail <bpatrick@aba.org>; (719) 578-9703; FAX (719) 578-1480.

(See reverse side for ad materials specifications.)

## Ad Materials Specifications for North American Birds

### SIZE SPECIFICATIONS:

The trim size of *North American Birds* 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:** *North American Birds* 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>.

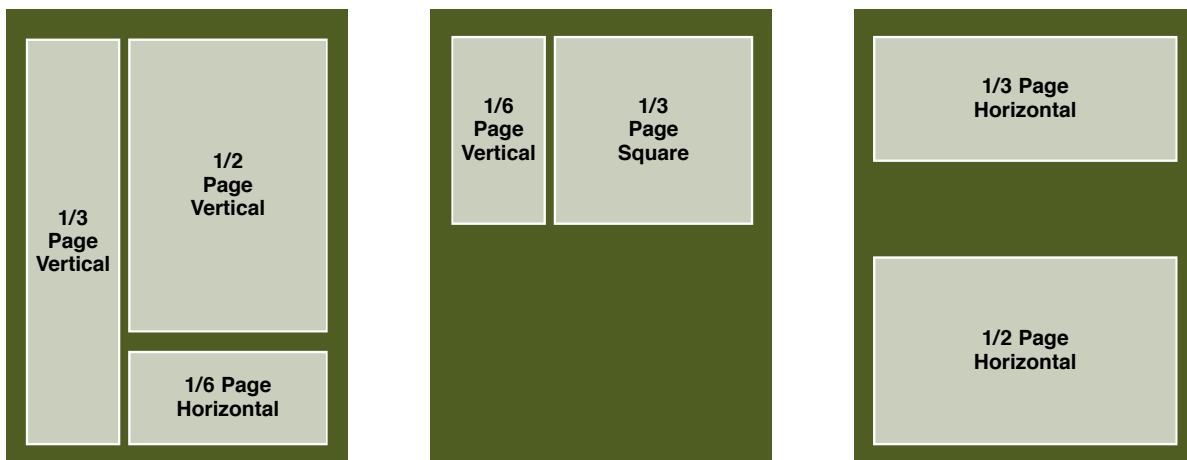
The file formats supported for the magazine are:

- 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 *North American Birds*.**

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 *North American Birds*, 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 *North American Birds* 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.