

DEER TRACKING

Media Kit

AD PRICING

AD SIZE	BLACK/WHITE	COLOR
Business Card Ad (Yearly)	\$175.00	NA
1/4 Page Ad	\$90.00	\$140.00 (Subject to availability)
1/2 Page Ad (Horizontal)	\$140.00	\$240.00
1/2 Page Ad (Vertical)	\$140.00	\$240.00
Full Page Ad	\$265.00	\$465.00
Center Spread	\$650.00	\$1050.00
Outside Back Cover	NA	\$650.00
Front Cover (includes 1/4 page inside)	NA	\$500.00 (high resolution photo)
Classified Ad (30 words or less - name, address and phone number don't count)	\$20.00	NA

CHECK REVERSE SIDE FOR SIZING

**Prices may change without notice, and do not include taxes-CDN advertisers add 5% gst

**Prices CDN/US

***Mechanical Requirements (for camera ready artwork)

Magazine trim size is 8.5" x 11". Bleed page sizes allow for 1/8" trim on each edge. Page size should be at least 8.5" x 11" with at least 1/8" added outside that measures for bleed each side. All type and images must be no closer than 1/4" from trim.

**Non Camera ready artwork

(ads designed by our Deer Tracking designer for inclusion in Deer Tracking)

Set up fee may apply \$75-100.00 /full page (\$25.00 / quarter page) for non-camera ready work

FYI & Common questions:

- We format and design Deer Tracking from our office but work closely with a print shop and regular graphics designer.
- Although we are based out of Saskatchewan, Canada, and mail throughout all of Canada, we are a North American publication with approximately 90% US subscribers and advertisers.
- Email ads should be sent directly to the editor (Randy or Tara-Lynn Barks) at ohdeer@xplornet.com, or call (306) 276-2144
- If you have FTP capabilities please call for FTP site information.
- Tip: Very large files, (that may be difficult to receive by email) may be sent through www.sendthisfile.com > You must register, but it is free.
- Call for snail mail specifics as they must be sent well before the deadline

File requirements & Specifics

- We prefer to receive photos and artwork in 300dpi resolution and CMYK color profiles.
- In a perfect world we prefer files to come in Indesign (Along with all links), Quark (Along with all links), Illustrator, Photoshop, or press quality .pdf. (Always embedded fonts) (accepted file formats .indd, .qxd, .eps, pdf, .tiff, .jpg, .psd)
- We also can accept .jpg, .gif, .bmp, Corel, Publisher, Pagemaker and Word files but these programs have limited resolutions, color separations and can cause problems with quality and workflow.
- If designing your ad, we require all components (photos, text, logos etc separately) Client sketches are appreciated. A design fee of \$75-100.00 /full page designed (or \$ 25.00 /quarter) will be charged depending on design time.

We publish 4 times a year (with the seasons, Spring, Summer, Fall and Winter).

***Editorial content per issue will generally reflect the deer industry seasons (call for specifics)*

Spring Issue

March 1 - Mailing date

February 1 - Ad reservation Deadline

Summer Issue

June 1 - Mailing date

April 15 - Ad reservation Deadline

Fall Issue

September 1 - Mailing date

July 15 - Ad reservation Deadline

(Aug 15 for photos)

Winter Issue

December 1 - Mailing date

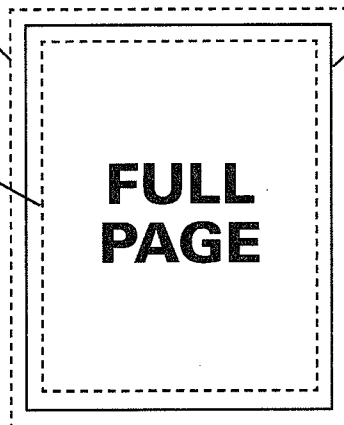
October 15 - Ad reservation Deadline

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Ad Sizes and Specs

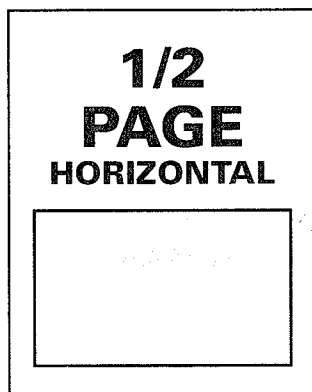
Bleed
We require 1/8" of excess image to surround the finished page size.

Live Area
We require a minimum 1/4" margin for each full page ad (this is the space where only the background image should be outside (no type or inside images should be outside this space).

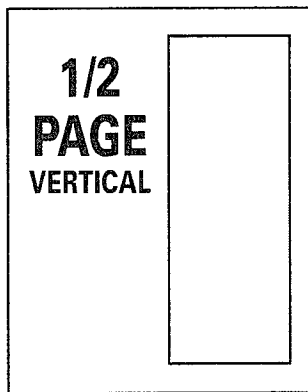


Page Size
This is the finished size of a page in the publication.

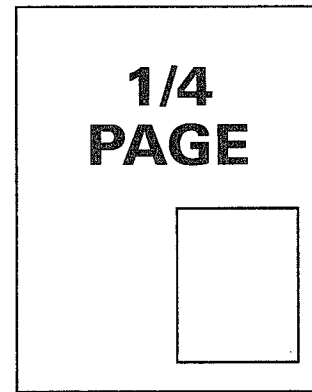
Full Page - 8.5" x 11"
Live Area - 8" x 10.5"
Bleed - 8.75" x 11.25"



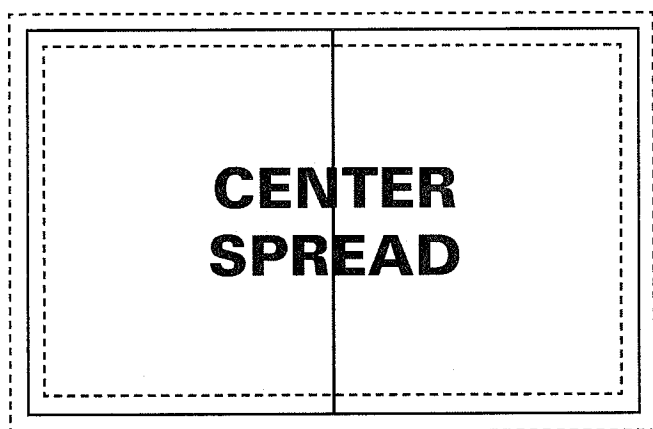
7.5" x 4.5"



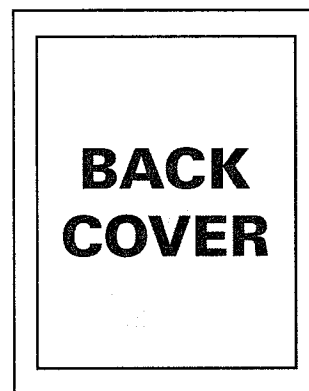
3.5" x 9.25"



3.5" x 4.5"



Full Page - 17" x 11"
Live Area - 16.5" x 10.5"
Bleed - 17.25" x 11.25"



7.5" x 10"

Please contact Deer Tracking with any questions or concerns about sizing and specs.