

Vermilion Flycatcher Advertising Rates (revised 6/3/14)

Vermilion Flycatcher is the quarterly magazine published by Tucson Audubon Society, a non-profit organization dedicated to improving the quality of the environment by providing education, conservation, and recreation programs, as well as environmental leadership and information in southern Arizona.

In order to place a display or classified ad in the *Vermilion Flycatcher*, you need to be either a current member of *Friends of Tucson Audubon* or a current member Tucson Audubon's *Birds & Business Alliance*.

CLASSIFIED ADVERTISEMENTS (TAS-ifieds)

A classified ad in the TAS-ifieds section of *Vermilion Flycatcher* is charged at the rate of \$50 for up to 50 words and an additional \$1 per word thereafter.

To place a classified ad in *Vermilion Flycatcher*, please contact Matt Griffiths: mgriffiths@tucsonaudubon.org; 520-971-7924.

DISPLAY ADVERTISEMENTS

For information on display advertising in *Vermilion Flycatcher* and other Tucson Audubon publications, please contact Kara Kaczmarzyk: kkaczmarzyk@tucsonaudubon.org; 520-209-1809.

Send all display ad insertion orders and advertising materials to: Matt Griffiths: 300 E University Blvd #120, Tucson, AZ 85705; mgriffiths@tucsonaudubon.org; 520-971-7924; fax 520-623-3476. Please check that your ad conforms to the dimensions and specifications detailed below and on page 2 before sending it.

| Four-Color Ad Rates | | | |
|---------------------|--------|---------|---------|
| Ad Size | 1 Time | 2 Times | 4 Times |
| Back Cover | \$660 | \$595 | \$560 |
| Inside Covers | \$1000 | \$900 | \$850 |
| Full Page | \$800 | \$720 | \$680 |
| 2/3 Page | \$560 | \$500 | \$475 |
| 1/2 Page | \$440 | \$395 | \$375 |
| 1/3 Page | \$310 | \$280 | \$265 |
| 1/6 Page | \$170 | \$150 | \$145 |
| 1/12 Page | \$90 | \$80 | \$75 |

| Closing Dates | | | |
|--|--------------------|--------------------|-------------------|
| Issue Date | Targeted Mail Date | Space Reservation* | Ad Materials Due* |
| Jan/Feb/Mar | Jan 1 | Nov 15 | Dec 1 |
| Apr/May/June | Apr 1 | Feb 12 | Mar 1 |
| July/Aug/Sep | July 1 | May 15 | June 1 |
| Oct/Nov/Dec | Oct 1 | Oct 15 | Sep 1 |
| *All dates subject to change. Advertisers will be notified in advance of any schedule changes. | | | |

See reverse side for ad materials specifications.

| Ad Dimensions | | |
|---------------------|-------|--------|
| Ad Size (inches) | Width | Height |
| Full Page | 7.5 | 9.8 |
| 2/3 Page | 4.9 | 9.8 |
| 1/2 Page Horizontal | 7.5 | 4.7 |
| 1/2 Page Vertical | 4.9 | 7.2 |
| 1/3 Page Horizontal | 7.5 | 3.1 |
| 1/3 Page Vertical | 2.3 | 9.8 |
| 1/3 Page Square | 4.9 | 4.7 |
| 1/6 Page Horizontal | 4.9 | 2.5 |
| 1/6 Page Vertical | 2.3 | 4.7 |
| 1/12 Page Square | 2.3 | 2.2 |

Display Ad Materials Specifications for *Vermilion Flycatcher*

SIZE SPECIFICATIONS: The trim size of *Vermilion Flycatcher* is 8-1/2" × 11". The bleed size is 8-6/8" × 11-1/4" 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: *Vermilion Flycatcher* is produced on PC-based systems. The file formats supported for the magazine are: • Adobe Acrobat PDF(preferred) • Adobe Photoshop TIFF or EPS • Adobe Illustrator CS5 • Adobe InDesign CS5.

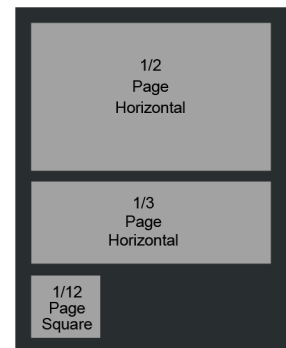
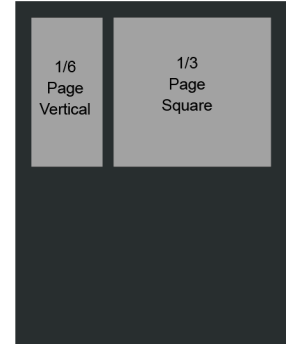
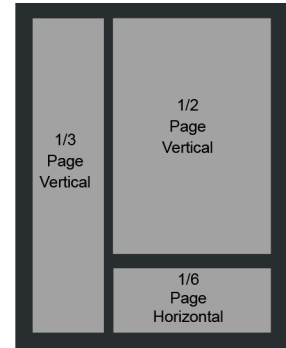
- All high-resolution images and fonts used in the ad should be embedded or included.
- All fonts should be converted to outlines/shapes or rasterized if supplying ads in Illustrator or Photoshop.
- Images should be at least 300 dpi or more at full size, 150 line screen, CMYK or grayscale, preferably saved as TIFF files.
- Total density should not exceed 300%.
- EPS files should not be nested into other EPS files.
- Spot/Pantone colors should be converted to CMYK.
- All required trapping should be done prior to creating the files.
- A digital proof should be provided that is generated from the furnished file. Laser proofs should be supplied at 100%.
- Ad files can be provided on CD or DVD, or emailed or uploaded to our ftp site.

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.

OTHER INSTRUCTIONS: Our preference is for advertisers to submit their ads in the specified digital formats. Files can be emailed to <mgriffiths@tucsonaudubon.org.

Please include your company name in the ad file name for ease of identification. If emailing or using ftp transfer, please fax a hard copy proof to 520-623-3476 and email mgriffiths@tucsonaudubon.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 Tucson Audubon 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 Matt Griffiths at mgriffiths@tucsonaudubon.org.



TERMS & CONDITIONS FOR DISPLAY AND CLASSIFIED ADS

All advertisers are required to pay in advance for their ads in *Vermilion Flycatcher*.

Payable in U.S. funds by check, MasterCard, VISA, or American Express. Make checks payable to **Tucson Audubon Society**.

By the purchase of advertising space in *Vermilion Flycatcher*, 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) Tucson Audubon is not obligated to meet an advertiser's special conditions, such as written requests for a position in the magazine;
- (4) Tucson Audubon will not assume liability if an advertisement is omitted;
- (5) cancellations will not be accepted after the space reservations closing date;
- (6) Tucson Audubon reserves the right to pickup an ad from the last issue of *Vermilion Flycatcher* in which it was published, when new ad copy is received after the closing date;
- (7) advertisers will be charged fees incurred for handling ads that are not camera-ready, late, or require copy revisions;
- (8) the advertiser is liable for all ad content and assumes responsibility for any claims or legal fees resulting from ad content