

National Advertising Rate Card, Effective January 1, 2011

National Advertising Rates 2011

Four colour	1x	2x	3x	4x
Full page	\$7,000	\$6,860	\$6,722	\$6,588
2/3 page	\$5,950	\$5,831	\$5,714	\$5,600
1/2 page	\$5,600	\$5,488	\$5,378	\$5,270
1/3 page	\$3,500	\$3,430	\$3,361	\$3,294
DPS	\$11,200	\$10,976	\$10,756	\$10,541

*Rates are national and subject to 15% agency discount.

Covers	1x	2x	3x	4x
IFC	\$8,750	\$8,575	\$8,403	\$8,235
IBC	\$8,050	\$7,889	\$7,731	\$7,576
OBC	\$9,100	\$8,918	\$8,739	\$8,564

*Black and white rates less 15%.

Publishing Schedule 2011

Issue	Space Booking Deadline	Ad Material Due	Issue Date
Winter 2010 (#32-1)	Dec 8, 2010	Dec 15, 2010	Feb 12, 2011
Spring 2011 (#32-2)	Mar 1, 2011	Mar 8, 2011	May 3, 2011
Summer 2011 (#32-3)	May 27, 2011	Jun 3, 2011	Jul 26, 2011
Special Waterfowling Heritage	Jul 5, 2011	Jul 12, 2011	Sept 4, 2011
Fall 2011 (#32-4)	Sep 9, 2011	Sep 16, 2011	Nov 8, 2011

Additional Rate Information

Payment Terms: New advertisers must supply payment in full with first order and will be billed net 30 days thereafter pending credit approval. A late fee will apply to all invoices over 60 days.

Bleed: No charge.

Position Guarantee: No special positions available other than covers.

Colour: Colour prices are for standard process only. For matched colour, additional charges will apply.

Inserts, Split Runs: Contact sales department for estimates and pricing.

Additional Frequency Discounts:

Advertisers running more than four insertions annually may earn additional frequency discounts. Consult sales department.



Mechanical Information

General Conditions

Printing method: computer-to-plate / sheet fed offset, 150 lpi., saddle stitched

Standard Unit Sizes (W x D, inches)

DESCRIPTION	NON-BLEED AD SIZE	TRIM SIZE	TRIM SIZE FOR BLEED ADS
Full page	7.375 x 9.125	8.375 x 10.875	8.625 x 11.125
$\frac{3}{8}$ vertical	4.75 x 9.125	5.875 x 10.875	6 x 11.125
$\frac{1}{2}$ vertical	3.5 x 9.125	4 x 10.875	4.125 x 11.125
$\frac{1}{2}$ horizontal	7.375 x 4.437	8.375 x 5.437	8.625 x 5.562
$\frac{3}{8}$ vertical	2.25 x 9.125	2.75 x 10.875	2.875 x 11.125
$\frac{1}{8}$ square	4.75 x 4.437		
DPS	15.75 x 9.125	16.75 x 10.875	17.125 x 11.125

Guidelines for Digitally Supplied Ads

MEDIA:

Mac formatted: CD-ROM, FTP, DVD, e-mail (8 MB max).

FILE FORMATS:

Mac Adobe InDesign CS3 or CS4, Acrobat 9 (press quality, embed all fonts), Illustrator CS3 or CS4 files are acceptable.

TIFF, EPS, JPEG (at maximum resolution) 300 dpi image scans must be in CMYK colour space; do not use spot colours and RGB.

Supply only Postscript fonts (both printer and screen fonts); any fonts used in Illustrator should be converted to curves. Do not apply type styles to fonts; use the prestyled font version.

Do not nest EPS files within other EPS files.

All spot colour must be converted to CMYK. The total of dot percentages for four colour solids and other image data should not exceed the SWOP standard of 300%. There should not be more than two solids built from CMYK.

No rotation or cropping of placed images; this must be done in the original application, such as Photoshop, FreeHand, or Illustrator, prior to placing.

Supply a digital proof calibrated to SWOP specifications that represent the final digital file at 100%.

NOTE: all ads must be accompanied by a high resolution "contract quality" proof for colour matching on press. If one is not provided, we cannot guarantee colour quality.

ELECTRONIC TRANSFER:

Advertisers are invited to use our FTP site for delivering material electronically. Please contact DUC Marketing and Communications department :1 800-665-DUCK (3825) for details.

State publication name, issue, date, vendor name, agency or studio name, contact name, phone number, e-mail address, file name/number, and advertiser.

Contact Information

For further information contact: Tel: (204) 467-3000 or toll-free 1 800-665-DUCK (3825); webfoot@ducks.ca; fax (204) 467-9028.

Shipping Instructions

Send materials by mail to Ducks Unlimited Canada, P.O. Box 1160, Stonewall, MB R0C 2Z0, Att'n: Lindsay Pikta-Marie, National Manager, Creative Services.

Send materials by courier to Ducks Unlimited Canada, 975 Powell Avenue, Winnipeg, MB R3H 0H4, Tel: (204)633-3967, Att'n: Lindsay Pikta-Marie, National Manager, Creative Services.

