



## WATERFOWLING HERITAGE ISSUE

### National Advertising Rate Card, Effective January 1, 2011

#### National Advertising Rates 2011

##### Four colour

Full page	\$7,000
2/3 page	\$5,950
1/2 page	\$5,600
1/3 page	\$3,500
DPS	\$11,200

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

##### Covers

IFC	\$8,750
IBC	\$8,050
OBC	\$9,100

\*Black and white rates less 15%.

#### Publishing Schedule 2011

Waterfowling Heritage Issue	Space Booking Deadline	Ad Material Due	Issue Date
2011	Jul 5, 2011	Jul 12, 2011	Sept 4, 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.



Ducks Unlimited Canada  
Conserving Canada's Wetlands

ducks.ca

## 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
2/3 vertical	4.75 x 9.125	5.875 x 10.875	6 x 11.125
1/2 vertical	3.5 x 9.125	4 x 10.875	4.125 x 11.125
1/2 horizontal	7.375 x 4.437	8.375 x 5.437	8.625 x 5.562
1/3 vertical	2.25 x 9.125	2.75 x 10.875	2.875 x 11.125
1/3 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 (5 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 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 us at 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.