

National Advertising Rate Card, Effective January 1, 2010

National Advertising Rates 2010

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 2010

Issue	Space Booking Deadline	Ad Material Due	Issue Date
Winter 2010 (#31-1)	Dec 8, 2009	Dec 15, 2009	Feb 12, 2010
Spring 2010 (#31-2)	Mar 1, 2010	Mar 8, 2010	May 3, 2010
Summer 2010 (#31-3)	May 27, 2010	Jun 3, 2010	Jul 26, 2010
Special Waterfowling Heritage	Jul 4, 2010	Jul 11, 2010	Sep 1, 2010
Fall 2010 (#31-4)	Sep 10, 2010	Sep 17, 2010	Nov 8, 2010

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
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 (and ISO9660), FTP, DVD, e-mail (5 MB max).

FILE FORMATS:

Mac Adobe InDesign CS3 files are preferred, Quark XPress 6.x, Acrobat 8 (press quality, embed all fonts), Illustrator CS3 or FreeHand MX files are acceptable.

TIFF, EPS, JPEG (at maximum resolution) 300 ppi 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 or FreeHand 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 sales department (204-467-3266) or art department (204-467-3225) 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 Madeleine Arbez, *Conservator* National Account Manager: (204) 467-3266 or m_arbez@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: Tye Gregg, Art Director.

Send materials by courier to Ducks Unlimited Canada, 975 Powell Avenue, Winnipeg, MB R3H 0H4, Tel: (204)633-3967, Att'n: Tye Gregg, Art Director.

