

2010



CRATE CARD



ABOUT THE NATIONAL WILD TURKEY FEDERATION

Founded in 1973, the NWTF is a grassroots, volunteer organization that has contributed greatly to one of the most successful conservation efforts of our time. Since 1973, the population of the wild turkey has grown from 1.3 million to more than 7 million today. One of the NWTF's major goals is to see the wild turkey thrive in all suitable habitat across North America.

The mission of the NWTF is the conservation of the wild turkey and the preservation of our hunting heritage. The NWTF's work focuses primarily on the wild turkey, but benefits many other wildlife species. The NWTF accomplishes its conservation mission by uniting volunteers, corporations and government agencies toward common goals. Educational programs for men, women, children and people with disabilities are also important aspects of the NWTF's purpose. Land managers, researchers, conservationists and outdoor enthusiasts – both present and future – benefit from the NWTF's activities.

The NWTF's publication for adult members, *Turkey Country*, is divided into six sections: Conservation, Special Issues, The Caller, Outreach and Education, On the Hunt and Get in the Game. Each department in *Turkey Country* offers insight into the various activities and projects NWTF members are involved with throughout the year. Plus, *Turkey Country* has broadened its reach to the Web by featuring exclusive online content at www.turkeycountrymagazine.com.

JAKES, the NWTF's magazine for youth members, ages 12 and younger, is geared toward the younger members of the JAKES program. (JAKES stands for Juniors Acquiring Knowledge, Ethics and Sportsmanship.) *Xtreme JAKES*, an online e-magazine, is available to anyone, but its stories, tips and adventures are written to capture the interests of NWTF's older youth members.

TURKEY COUNTRY MAGAZINE ADVERTISING

An entertaining and educational magazine for wild turkey enthusiasts.

Turkey Country

4 Color	1 Time	3 Time	6 Time
Full page	\$7000	\$6440	\$6120
2/3 page	\$5445	\$5000	\$4690
1/2 page	\$4080	\$3690	\$3390
1/3 page	\$3010	\$2770	\$2480
1/6 page	\$1975	\$1640	\$1295

Women in the Outdoors specific

4 Color	1 Time	3 Time	6 Time
Full page	\$3500	\$3325	\$3160
2/3 page	\$2730	\$2590	\$2460
1/2 page	\$2050	\$1945	\$1840
1/3 page	\$1537	\$1460	\$1388
1/6 page	\$1152	\$1095	\$1040

Wheelin' Sportsmen specific

4 Color	1 Time	3 Time	6 Time
Full page	\$2000	\$1900	\$1805
2/3 page	\$1600	\$1520	\$1440
1/2 page	\$1280	\$1216	\$1150
1/3 page	\$1025	\$975	\$925
1/6 page	\$820	\$780	\$740

Covers

	1 Time	3 Time	6 Time
2nd & 3rd	\$7350	\$6700	\$6250
4th	\$8437	\$7740	\$6740

Tip In

Starting at \$3000 depending on size.

Black & White spaces available. Call for quote.

Guide to the Outdoors—A business card size ad (3½" x 2") is available in the Guide to the Outdoors section of *Turkey Country*. Black/White \$341.25 or 4 color \$400. No discounts apply.

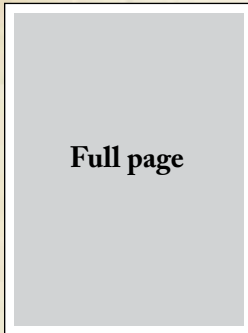
Classified Display—A classified display ad (25/16" x 1½") is available in the Buy, Sell, Exchange section of *Turkey Country*. Black/White \$105 or 4 color \$130. No discounts apply.

Classifieds—A classified ad in the Buy, Sell, Exchange section of *Turkey Country* is \$2.25 per word with a 15-word minimum. Payment must accompany ad. No discounts apply.

Website Classifieds—A classified ad on the website is \$2.25 per word, with a 15-word minimum. Payment must accompany ad. No discounts apply.

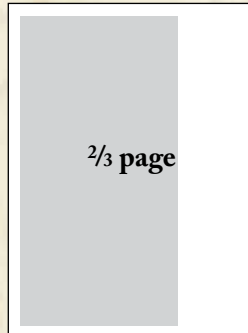
Contact **Mindy Cockrell** for classified ads at 803-637-7409.

MECHANICAL REQUIREMENTS FOR TURKEY COUNTRY



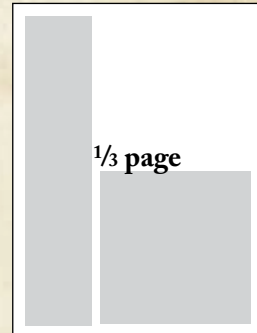
Full page

7.125" x 9.7"
8" x 10.75" (trim)
8.25" x 11" (bleed)



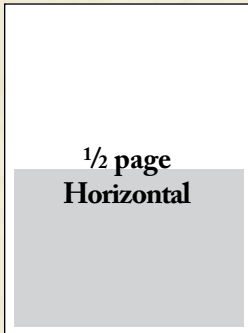
2/3 page

4.7" x 9.7"



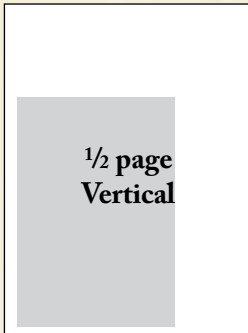
1/3 page

2.26" x 9.7" (vert.)
4.7" x 4.75" (horiz.)



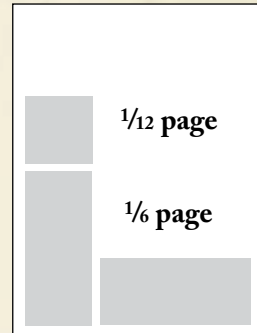
1/2 page
Horizontal

7.125" x 4.75"



1/2 page
Vertical

4.7" x 7.125"



1/12 page

1/6 page

1/6-2.26" x 4.75" (vert.)
1/6-4.75" x 2.26" (horiz.)
1/12-2.26" x 2.26"

Printing—Web offset, 133 line screen, on coated stock, 100# cover, 45# text. Perfect bound.

Trim—8" x 10.75". Bleeds must extend $\frac{3}{16}$ " beyond trim. Live matter must be $\frac{3}{16}$ " inside trim.

Ad sizes—All ad sizes are maximum, including borders. Oversize ads are considered bleeds and earn 10% over rate shown for standard ads. Checking copies and tearsheets are furnished at billing. All ad materials not called for in six months are destroyed.

Advertising Closing Dates

Issue:	Jan/Feb	Mar/Apr	May/June
Closing Date:	October 11	January 5	February 26
Mailing Date:	December 3	February 23	April 6
Issue:	July/Aug	Sept/Oct	Nov/Dec
Closing Date:	April 23	June 18	August 13
Mailing Date:	June 11	August 5	September 30

All advertising materials due two weeks after closing date.

DIGITAL FILE GUIDELINES

NWTF publications are produced using Apple Macintosh computers. We print with Computer-to-Plate (CTP) technology, and therefore require all ads to be submitted digitally. Please pay careful attention to the following guidelines for advertising art:

File Format

- Adobe PDF files created with Distiller. Must have all fonts embedded, no RGB data, and no JPEG data.
- EPS files with fonts converted to outlines.
- InDesign CS-CS4, Illustrator and Photoshop. QuarkXpress 5/6/7 files must be submitted as EPS or PDF.
- Digital files must include a composite color proof. Include all fonts, art and images with layout file. Image files must be TIFF or EPS, CMYK format, 266 or 300 dpi resolution.

Media

- Mac-formatted CD.

Color

- 4-color process (CMYK). Spot color and RGB are not acceptable.

Fonts

- Adobe Type 1 fonts are supported. All others are disallowed.
- Supply all fonts for text and graphics as one suitcase per family of screen fonts. Printer fonts must be included. Use the actual typeface from the font library.
- Do not use bold, italicized, etc., within the document layout program.

Color Guide

- Required for all color ads. Contract proof that meets SWOP guidelines is preferred. Publisher and printer will not accept quality responsibility if color proofs are not submitted.

Film

- Film is not acceptable.

CONTRACT & REGULATIONS

Advanced Payment

Pre-payment is required for all first-time advertisers. *Finance charge of 1% per month after 60 days. *Net 30 – first time advertisers. Payment must accompany insertion order for first time advertisers. Subject to credit report.

Bleeds

Add 10% to space rates. See Mechanical Requirements.

Spreads

Multiple page discounts 15%. Available to advertisers who run two or more full pages in the same issue.

Inserts

Rates and mechanical requirements for supplied inserts are available upon request.

Special Positions

Every effort will be made to comply with advertiser requests. Guaranteed special positioning is available at a 10% extra charge.

Production Assistance

Complete production services are available. Charges will be invoiced to the advertiser in addition to space rate.

Commission

A commission of 15% is allowed to accredit advertising agencies paying within **30 days** of invoice date.

Contract Regulations

All advertising is subject to publisher's approval. Publisher assumes no responsibility for errors in key numbers and no liability for omission of any advertisement. If we make a gross error in an advertisement, we will insert a make-good ad in a subsequent issue at no charge. Advertiser assumes all liability for all contents of ads printed and for any claims or suits against the publisher arising there from. Verbal agreements on insertion must be confirmed in writing prior to closing dates.

Cancellations

No cancellations accepted after closing date. Covers cannot be cancelled. 10% penalty for cancellation after close date.

Correspondence/Ad Materials

Send all insertion orders and ad correspondence to: NWTF, Attn: Advertising Dept., PO Box 530, Edgefield, SC 29824 or fax to (803) 637-9960.

When shipping materials by carrier, you must use street address: 770 Augusta Rd., Edgefield, SC 29824-1510.

ADVERTISING ON THE NWTF WEBSITE

The NWTF website, located at www.nwtf.org, is an interactive and useful way to allow members and non-members of the NWTF the chance to keep up with current news and information within the organization.

Banner Ads

\$2500 home page (ads run bi-monthly) – 325 pixel x 225 pixel
 \$750 – 600 pixel x 75 pixel

Classifieds

\$2.25 per word (ads run bi-monthly)

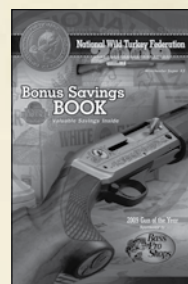


For more information on, contact the Advertising Department at (803) 637-3106.

NWTF BONUS SAVINGS BOOK

The NWTF Bonus Savings Book offers a unique opportunity for advertisers. Over 420,000 NWTF banquet attendees will receive the booklet free as a bonus for attending a banquet.

Ad size: 1 page 4-color w/coupon
 Price: Cover 2, 3, & 4 \$7000
 Other pages \$6000
 Ad deadline: September 1, 2010



Mechanical Requirements: available upon request.

Contact the Advertising Department at (803) 637-3106 for more details.

NEWS FROM THE ROOST E-NEWSLETTER

150 pixels x 150 pixels
 \$550

Email Blast
 \$1100



JAKES, XTREME JAKES

Full page, 4/C \$250
 1/2 page, 4/c \$175
 1/3 page, 4/c \$100

