

# CONSERVATION

The official publication of the Alberta Conservation Association

## 2009 Advertising Sizes and Rates

Alberta Conservation Association (ACA) is a non-profit, registered charity, that is committed to conserve, protect and enhance habitat, fish and wildlife for all Albertans to enjoy, value and use. ACA is governed by a multi-stakeholder Board of Directors represented by hunting, fishing, trapping and naturalist groups; government, First Nations, Public at Large, industry and academic representatives.

Annually, ACA directs more than \$10 million towards conservation efforts, delivering a wide variety of projects, programs and services across the province. Key conservation programs that we deliver include Wildlife, Fisheries, Land Management and Communications.

*Conservation Magazine* is published twice a year with a free distribution across Alberta to over 40,000 subscribers, supporters and stakeholders.

### Spring/Summer 2009

Advertising Closing Deadline closed  
Ad Material Deadline April 1

### Fall/Winter 2009

Advertising Closing Deadline July 6, 2009  
Ad Material Deadline August 3, 2009

### Rates and Options

	1X	2X
Full Page	2500.00	3990.00
1/2 Page Horizontal	1550.00	2945.00
1/2 Page DPS Island ( <i>one only per issue</i> )	3000.00	4990.00
1/2 Page Vert	1550.00	2945.00
1/4 Page Banner	1000.00	1900.00
1/4 Page	675.00	1250.00
1/6 Page Vert	545.00	1000.00
1/6 Page Horiz	545.00	1000.00
1/8 Page	435.00	825.00
1/12 Page	300.00	550.00

### Digital Ad Material

ALL Digital files must be supplied as:  
Indesign CS4 with all supporting links and fonts  
Photoshop TIF or JPEG, 300dpi PDF, press optimized with fonts embedded or converted to paths.

Ensure all images are CYMK, 300dpi at 100% of printed size.

Ad insertions must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

All advertising copy is subject to approval of the Publisher.

### For advertising sales please contact:

**Ken Kranrod:** [ken.kranrod@ab-conservation.com](mailto:ken.kranrod@ab-conservation.com)

### Submission of ad material to:

**Don Myhre:** [don.myhre@ab-conservation.com](mailto:don.myhre@ab-conservation.com)

Magazine Bleed Size: 8.5" x 11"

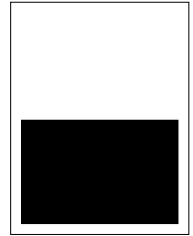
Magazine Trim Size: 8.25" x 10.75" (.125" bleed)



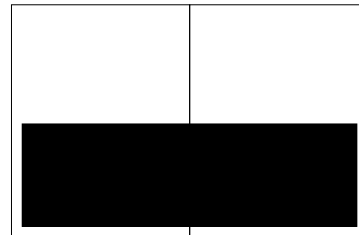
Full Page  
8.25" x 10.75"



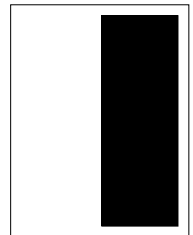
Full Page Island  
7.25" x 9.75"



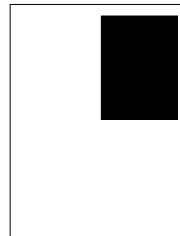
1/2 Page Horiz  
7.25" x 4.75"



1/2 Page DPS Island  
15.5" x 4.75"



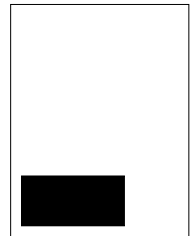
1/2 Page Vert  
3.53" x 9.75"



1/4 Page  
3.53" x 4.75"



1/6 Page Vert  
2.3" x 4.75"



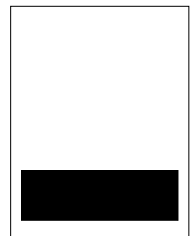
1/6 Page Horiz  
4.75" x 2.3"



1/8 Page  
3.53" x 2.3"



1/12 Page  
2.3" x 2.3"



Banner  
7.25" x 2.3"

### Web Site Advertising

Web advertising rates are quoted individually.

All digital files to be supplied as jpeg, swf or gif.

No sound. 1x external link only.

Sizes: 446 x 82 pixels or 210 x 263 pixels

### Submission of web ad material to:

**Colin Eyo:** [colin.eyo@ab-conservation.com](mailto:colin.eyo@ab-conservation.com)