

50th Anniversary

Commemorative Publication of the Ruffed Grouse Society



- ✦ Extended reach to targeted audience through core retail locations and member circulation
- ✦ Comprehensive and compelling editorial highly relevant to guns, gear, apparel and all sporting dog merchandise
- ✦ Contributions by well-known field experts, outdoor writers, photographers and artists.
- ✦ Advantageous venue for astute advertisers who wish to be in a unique publication that will be treasured by readers.



1961 - 2011



Photo by T. C. Flanigan

- ✦ Details:
 - 144-page perfect-bound magazine
 - High quality paper with heavy cover stock
 - 5th color of gold on the cover

www.ruffedgrousesociety.org

Advertising Rates

Process Color

full page	\$2,750
2/3 page	2,557
1/2 page	2,365
1/3 page	1,595
1/6 page	907

Black & White

full page	\$1,850
2/3 page	1,540
1/2 page	1,292
1/3 page	990
1/6 page	605

Covers

cover 2 or 3	\$3,107
cover 4	3,575

Width x Height in Inches

Trim Size 8 ³/₈" x 10 ⁷/₈" (bleed Size 8 ⁵/₈" x 11 ¹/₈")

full page ad – no bleed 7 7/8" x 9 7/8" (live area)	2/3 page 4 1/4" x 9 3/4"	1/3 page (vert) 2 1/2" x 9 3/4"
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1/12 page 2 1/4" x 2 1/4"	1/6 page (horizontal) 4 3/4" x 2 1/2"	1/3 page (horizontal) 4 3/4" x 5"	1/6 (vert) 2 1/4" x 5"
1/2 page (vertical) 4 3/4" x 7 1/2"		1/2 page (horizontal) 7" x 5"	

About Us

The Ruffed Grouse Society (RGS) is a non-profit conservation organization founded in 1961 and dedicated to coordinating a campaign that benefits the numerous game and non-game species that depend upon young forests. This includes ruffed grouse, American woodcock and many songbirds.

Local chapters across the country hold banquets to raise funds for our cause. Volunteer sportsmen and women have events and participate in locally funded projects at the grassroots level. Today RGS has nearly 15,000 members, and in the past 20 years has completed projects on 500,000 acres of forest.

Terms

A 15% discount will be applied to agencies providing camera-ready materials. All copy and photos are subject to approval. Ruffed Grouse Society reserves the right to refuse material not consistent with the publisher's standards. Invoices net 30 days upon credit approval. All others cash with copy, 2% discount for cash. Cancellations cannot be accepted after closing date.

Design Services

Layout and typesetting are available upon request. Rates will be determined by amount of time and materials required.

FTP File Transfer

FTP file transfer is available for electronic files. If you are interested in FTP file transfer, contact editor@ruffedgrousesociety.org for more information.

Electronic Files

MAC-based Quark, InDesign, Illustrator, Photoshop or high-resolution CMYK PDF files are accepted. All associated image files and fonts should be supplied. A color proof must accompany file. All bitmapped images should be supplied in CMYK mode as a JPEG, TIFF or EPS file.

Closing Date

Ad Close	Materials Due To Prepress	On Sale
10/31/10	11/8/10	12/01/10

Advertising Sales

Cherek Group, Inc.

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