

DALLAS SAFARI CLUB Game Trails

Advertising Rates effective January 2010

Game Trails is the quarterly color publication of Dallas Safari Club

DIGITAL ADVERTISING SPECIFICATIONS

Game Trails is a four-color glossy publication, therefore the following is required:

Complete electronic art files with color proof for ad are recommended.

File Formats: Mac or PC, Quark Express 4 or higher, Adobe InDesign CS, Adobe

Photoshop 6 or higher, Adobe Illustrator 8 or higher, Adobe Acrobat PDFX1a

(contact Donna Bolton at GGI for digital file settings. Her email is: dbolton@gg-i.com).

Photoshop Images: Tiff, eps or jpg at 300 dpi in CMYK. Do not compress.

Fonts: Include both printer and screen fonts.

Live Area: 7 1/2" X 9 3/4"

Note: Additional charges will apply (\$35.00 minimum) for alterations caused by errors in ad size, missing type or fonts, color adjustment, resolution or file format.

AD CLOSING DATE/MAILING DATE

Spring	February 28/March 31	Fall	August 15/September 15
Summer	June 15/July 15	Convention	October 15/December 1

DISPLAY AD RATES AND PRODUCTION COST

	1 Time Rate	2 Time Rate	4 Time Rate
COLOR			
Inside Front Cover (4 x commitment required)			\$1,045
Inside Back Cover (4 time commitment required)			\$1,020
Back Cover			\$1,135
Full Page	\$990	\$955	\$895
2/3 Page	\$895	\$865	\$830
1/2 Page	\$760	\$725	\$715
1/3 Page	\$570	\$540	\$520
1/4 Page	\$520	\$495	\$475
1/6 Page	\$475	\$445	\$425
BLACK AND WHITE			
Full Page	\$835	\$800	\$740
2/3 Page	\$740	\$710	\$685
1/2 Page	\$610	\$570	\$550
1/3 Page	\$500	\$480	\$450
1/4 Page	\$475	\$440	\$420
1/6 Page	\$345	\$325	\$310

Ads paid in advance receive a 2% discount

PRODUCTION




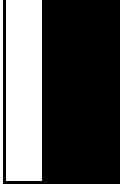

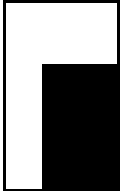
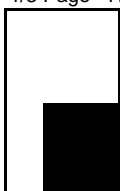
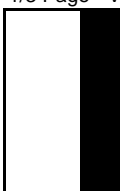
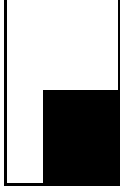
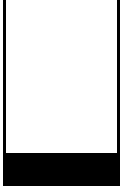
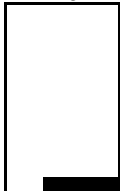
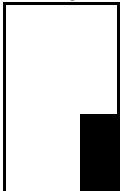
Game Trails staff and the staff of Global Group Inc. are available to assist you in creating your ad. Simply call 972-980-9800 for more information. General rates are shown below: Prices are subject to change. For other sizes, contact us for other pricing.

Full page	\$225 (incl. 1 photo scan)*
3/4 page	\$190 (incl. 1 photo scan)*
1/2 page	\$145 (incl. 1 photo scan)*
1/3 page	\$120 (incl. 1 photo scan)*

**Each add'l photo/scan = \$25 each*

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<p>Full Page, Bleed</p>  <p>8 1/2" x 11" (+ 1/8" bleed)</p>	<p>Full Page, No Bleed</p>  <p>7 1/2" x 9 3/4"</p>
<p>2/3 Page - H</p>  <p>7 1/2" x 6 1/2"</p>	<p>2/3 Page - V</p>  <p>5" x 9 7/8"</p>
<p>1/2 Page H</p>  <p>7 1/2" x 4 3/4"</p>	<p>1/2 Page V</p>  <p>3 5/8" x 9 7/8"</p>
<p>1/3 Page - H</p>  <p>5" x 4 1/2"</p>	<p>1/3 Page - V</p>  <p>2 3/8" x 9 3/4"</p>
<p>1/4 Page V</p>  <p>3 5/8" x 4 7/8"</p>	<p>1/4 Page H</p>  <p>7 1/2" x 2 1/4"</p>
<p>1/6 Page - H</p>  <p>5" x 2 1/2"</p>	<p>1/6 Page - V</p>  <p>2 3/8" x 4 3/4"</p>