

Rate Card

Mississippi Wildlife magazine is the official publication of the Mississippi Wildlife Federation. Chartered in 1946, we are Mississippi's oldest conservation organization dedicated to protecting Mississippi's wildlife legacy. As a non-profit 501(c)(3) federation of individuals, businesses and organizations MWF is committed to natural resource conservation, environmental quality and outdoor recreation in Mississippi. We are a citizen's organization, not a state or federal agency. We seek to encourage an awareness of the need for responsible use and management of our state's wildlife, fisheries and natural resources.

Mississippi Wildlife is distributed to all individual and corporate members of the Mississippi Wildlife Federation throughout the state. We are the official state affiliate of the National Wildlife Federation, and we are one of the largest state-wide conservation publications in the state!



PROFILE

Frequency....Annual
Size.....8 1/2" x 11"
Paper.....70 lb. Matter Coated Paper
Subscription Price....Membership \$25
Number of Pages.....80+
Circulation.....2,500+ Statewide

RATES

Full Page	\$595
1/2 Page	\$352
1/4 Page	\$120
1/6 Page	\$85
1/12 Page	\$60
Back Cover	\$995
Inside Back Cover	\$795

All ads must be approved by publisher and the Mississippi Wildlife Federation. All ads are full-color.

*For additional information please contact:
Mississippi Wildlife Federation
517 Cobblestone Court
Suite 2
Madison, MS 39110
(601) 605-1790 Phone
(601) 605-1794 Fax
www.mswildlife.org*

DEADLINES

Publication date is July 1st.
Orders and ads are due May 15th.
Ads may be emailed to
mstarnes@mswf.org.

AD DIMENSIONS

Full Page without bleed
7.5" X 10"
Full Page with bleed
8.75" X 11.25" (live image area is 8.5" X 11")
1/2 Page
7.5" x 4.875" horizontal
3.625" x 10" vertical
1/4 Page
2.375" x 7.5" horizontal
3.625" x 4.875" vertical
1/6 Page
1.5" x 4.875" horizontal
2.33" x 4.875" vertical
1/12 Page
2.33" x 2.25"

PAYMENT

Payment must accompany ad order. Make checks payable to the *Mississippi Wildlife Federation**. Visa, MasterCard, Discover and American Express debit and credit cards are also accepted.

* *The Mississippi Wildlife Federation is a 501(c)3 non-profit organization and all donations are tax-deductible as allowed by law.*

Inform, Inspire, Involve

Extravaganza Rate Card

The Mississippi Wildlife

Extravaganza is the Mississippi Wildlife Federation's largest fundraiser and the upcoming show is the 32nd annual. This three-day show attracts over 30,000 people! We offer the latest in hunting apparel, equipment and tips from the pros such as Pat and Nicole Reeves, Michael Waddell, Mark Drury and Will Primos, Jim Shockey just to mention a few. Attendees have dubbed the show "**the kick-off to hunting season!**"

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PROFILE

Frequency....Annual
Size.....8 1/2" x 11"
Paper.....70 lb. Matter Coated Paper
Price.....FREE
Number of Pages.....20+/-
Circulation.....30,000 +/-

RATES

Full Page	\$595
1/2 Page	\$352
Back Cover	\$995
Inside Back Cover	\$795
Inside Front Cover	\$895

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go wild!



Advertising Contract

Business Name _____ Phone _____

Billing Address _____

Email Address _____

The Undersigned is a duly authorized agent or employee of the above-named business, sole proprietorship, partnership, or other entity and hereby contracts, agrees, acknowledges and binds himself and the above referenced entity to pay Mississippi Wildlife Federation for advertising per the following terms:

For the following issues:

_____ Mississippi Wildlife Magazine Size of Ad _____ Rate _____

_____ Wildlife Extravaganza Program Size of Ad _____ Rate _____

_____ MWF will design the ad and send for approval _____ Total

_____ Purchaser will provide the ad as a high resolution PDF

Undersigned hereby agrees that: Mississippi Wildlife Magazine must be paid by May 15th. Mississippi Wildlife Extravaganza Program must be paid by July 1st. All ads must be approved by publisher and the Mississippi Wildlife Federation. All ads are full-color. Email all ads to mstarnes@mswf.org. There is no extra charge for MWF to create your ad.

Authorized Agent of Advertiser (Please Print)

Authorized Agent of Advertiser (Please Sign)

Date of Agreement

Title

Salesperson