

WILDLIFE CONTROL TECHNOLOGY

Rates Effective
January 2009

Wildlife Control Technology is an informative and educational magazine covering all aspects of the animal damage control industry. It contains articles by some of the best animal damage control personnel and trappers from across the nation. Articles cover all aspects of the business from techniques of capture to running wildlife control business. Each issue of *Wildlife Control Technology* will be mailed to at least 5,000 people that are either in the pest control industry or are interested in it. That means your advertisement will appear in front of at least 5,000 **prospective customers, guaranteed!**

**Lisa Schwinn
R.J.E. Publications**

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GENERAL ADVERTISING RATES

Black & White Only - Camera Ready

	1 Time	3 Times	6 Times
Full Page	\$642	\$603	\$577
2/3 Page	\$464	\$438	\$418
1/2 Page	\$359	\$342	\$322
1/3 Page	\$249	\$237	\$227
1/4 Page	\$205	\$190	\$179
1/6 Page	\$157	\$148	\$143

Covers (Black & White Only)

Back Cover (Black plus one color)

	1 Time	3 Times	6 Times
Second	\$585		
Third	\$652	\$615	\$585
Fourth (7"x7")	\$585		

NonCameraReadyAds

\$652 \$615

All prices quoted are for camera ready ads. However, we will set up ads from rough copy. Ads requiring set up will be charged 30% of the cost of the ad (\$30.00 minimum) for lay-out and typography.

Ads containing pictures or graphics must be accompanied by original photographs or artwork for half tone production.

The publisher will not be held responsible for poor quality reproduction due to submitted material of less than first-rate quality.

AGENCY COMMISSION

Accredited agencies earn 15% for display advertising only. No commission allowed 30 days after our invoice date. Agencies require SRDS agency affiliation or evidence of three or more customer accounts for approval of agency commission. Advertising placed directly from companies does not earn commission.

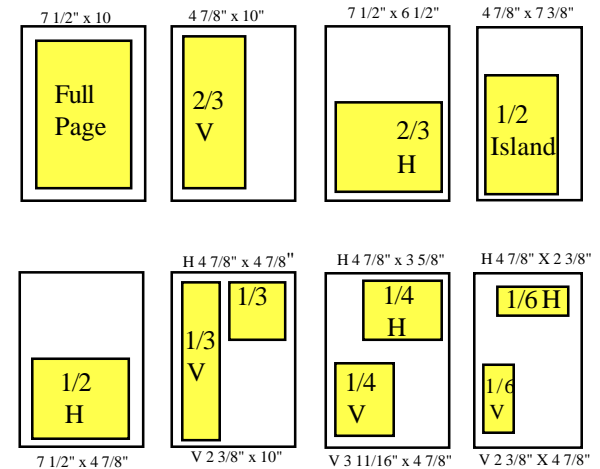
ISSUE & CLOSING DATES

Issue	Close
January-February	November 25
March-April.....	January 25
May-June.....	March 25
July-August.....	May 25
September-October.....	July 25
November-December.....	September 25

Cancellations will not be accepted after closing date and must be received in writing on or before closing date.

AD SIZES

Full Page.....	7 1/2"W x 10"H
2/3 Page V.....	4 7/8"W x 10"H
2/3 Page H.....	7 1/2"W x 6 1/2"H
1/2 Page Island.....	4 7/8"W x 7 3/8"H
1/2 Page H.....	7 1/2"W x 4 7/8"H
1/3 Page V.....	2 3/8"W x 10"H
1/3 Page H.....	4 7/8"W x 4 7/8"H
1/4 Page V.....	3 11/16"W x 4 7/8"H
1/4 Page H.....	4 7/8"W x 3 5/8"H
1/6 Page V.....	2 3/8"W x 4 7/8"H
1/6 Page H.....	4 7/8"W x 2 3/8"H



MECHANICAL REQUIREMENTS

Covers still printed on sheet fed offset. Bound saddle stitch. Trim size 8 1/2" x 11". Preferred materials are black and white film negatives, right reading emulsion down, 133 line screen recommended. Camera ready black and white, PMT, or velox acceptable, electronic files, EPS, files.

COPY AND CONTRACT REGULATIONS

All Advertising copy is subject to publisher's approval. Advertisers and their agencies assume full liability for all content (including text, representations, and illustrations) of advertisements printed and also assume responsibility for and claims arising therefrom made against the publisher. Publisher assumes no responsibility for errors or omissions in key code numbers or ad copy. Advertisers and their agencies agree and assume to pay all charges for advertising published at their direction.

Frequency discounts are earned through a 12 month (6 issue) period. Advertisers who cancel or fail to fulfill a contract reducing frequency below the contracted rate will be issued a short-rate charge on previously billed advertisements to reflect the actual earned frequency rate. Advertisers who through subsequent contracts earn a lower rate will be eligible for a rebate on advertisements previously billed at the higher rate. The minimum size ad space that can be combined with larger space to earn frequency discount is 1/4 page.

Advertisers and advertising agencies agree that the publisher assumes no liability by reason of any error or omission for which the magazine may be responsible in any advertisement beyond the cost of the space actually occupied by the error. The sole remedy for printing errors or omissions will be a correct reprint in the next subsequent issue.



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Published By

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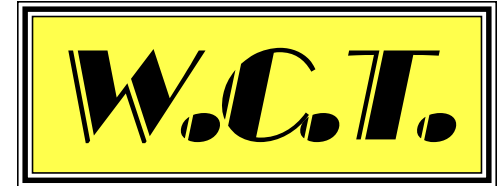
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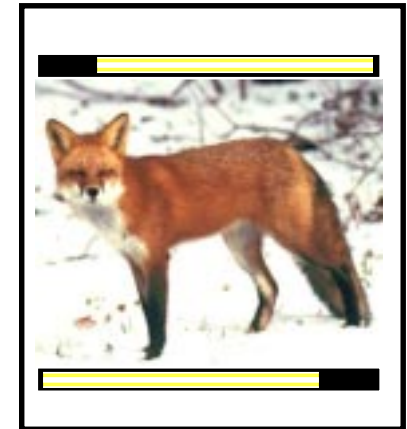
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**ADVERTISING RATE CARD
EFFECTIVE JANUARY 1, 2009**