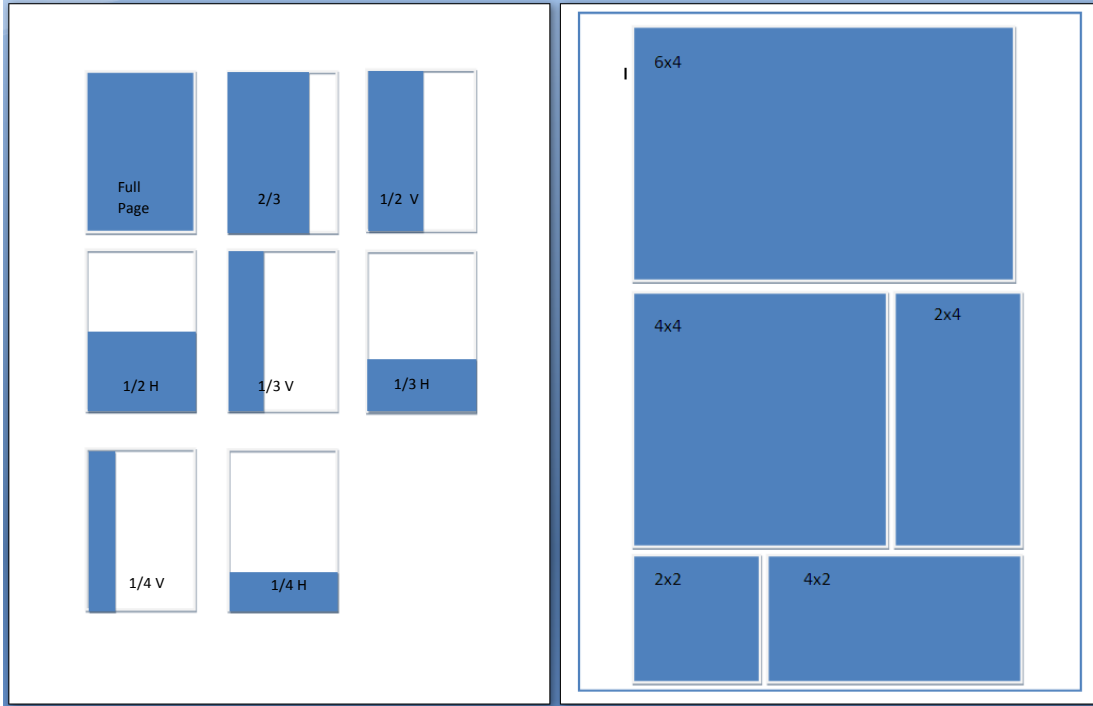




# Advertising Rate Card

Please send all submissions for the "The Whistle Call"™ to:  
 Quail and Upland Wildlife Federation, Inc.™  
 P.O. Box 947 • Buffalo, MO 65622  
 admin@quwf.net



FULL COLOR	1-3x	6x	12x
Full Page	\$473.00	\$449.00	\$382.00
2/3 Page	\$390.00	\$371.00	\$317.00
1/2 Page	\$308.00	\$282.00	\$249.00
1/3 Page	\$262.00	\$249.00	\$212.00
1/4 Page	\$217.00	\$207.00	\$175.00
6" w * 4" h	\$148.00	\$141.00	\$120.00
4" w * 4" h	\$99.00	\$94.00	\$80.00
2" w * 4" h	\$49.00	\$47.00	\$40.00
2" w * 2" h	\$23.00	\$22.00	\$18.00
4" w * 2" h	\$49.00	\$47.00	\$40.00

## Classified Ads

\$2.00 per word/ \$30.00 minimum. No volume discounts on classified ads.  
 Add an additional 20% for color.



# Advertising Rate Card

Please send all submissions for the "The Whistle Call™" to:  
Quail and Upland Wildlife Federation, Inc.™  
P.O. Box 947 • Buffalo, MO 65622  
admin@quwf.net

## Technical Requirements

TIFF, PDF, JPEG or GIF in high resolution. QUWF currently uses PC based computer systems. Send to admin@quwf.net. QUWF is equipped to receive ads on CDs and DVDs. If file is larger than 5 MB please submit by using a CD or DVD. Please be sure to provide a color or black and white proof or PDF of your ad along with the disk you send.

## QUWF Circulation

Advertising in the monthly "The Whistle Call™" or on www.quwf.net means your product or service will be seen by "Wildlife Lovers" across the country from North Carolina to California.

## Issue Dates

January 31  
February 28  
March 31  
April 30  
May 31  
June 30  
July 31  
August 31  
September 30  
October 31  
November 30  
December 31

## Closing Date

December 25  
January 25  
February 25  
March 25  
April 25  
May 25  
June 25  
July 25  
August 25  
September 25  
October 25  
November 25

## Contract and Copy Regulations

- ⦿ Pre-payment is required on all first time advertisers. Credit card payments are accepted. Make checks payable to: Quail and Upland Wildlife Federation, Inc.™
- ⦿ Ad position is at the discretion of the editor; every reasonable effort will be made to comply with the advertiser's preference.



# Advertising Rate Card

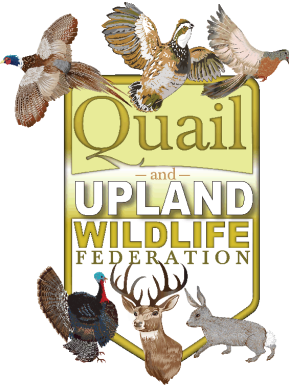
Please send all submissions for the “The Whistle Call™” to:  
Quail and Upland Wildlife Federation, Inc.™  
P.O. Box 947 • Buffalo, MO 65622  
admin@quwf.net

## Contract and Copy Regulations

- Copy and photos are subject to approval. Publisher reserves the right to refuse material not consistent with QUWF’s quality.
- The advertiser and/or agency is liable for entire contents and subjects of printed ads and assumes full responsibility for any and all claims made.
- No cancellations or charges will be accepted after the closing date.
- Rates are subject to change but are guaranteed for multiple-run advertisers.
- Publisher is not responsible for errors in key numbers or in the advertiser index. Publisher is not responsible for any typographical errors.
- Multiple insertion rates apply when same size or larger ad is inserted in consecutive issues.
- Charges, if applicable, for copy and artwork changes will be billed at Publisher’s cost.
- Publisher reserves the right to hold advertiser and/or its advertising agency liable for bills due and payable to the Publisher.
- The Publisher’s liability for any error shall not exceed the cost of the space occupied.

## Commissions, Discounts and Terms

- Net payment due 10 days after the invoice date. Payment becomes past due 15 days after invoice date.
- Advertisers who insert two or more full page ads in one issue earn an extra 10% multiple page discount over any regular discount. Discounts do not apply to production charges or any classified advertising.
- Finance charge on PAST DUE accounts is 18% annually (1.5% per month).
- All discounts are forfeited on pass due accounts.
- Publisher reserves the right to hold advertiser and/or agency liable for payment due Publisher and for expenses incurred in collection for payment.



# Insertion Order–The Whistle Call™

Please send all submissions for the “The Whistle Call™” to:  
 Quail and Upland Wildlife Federation, Inc.™  
 P.O. BOX 947 • Buffalo, MO 65622  
 417-345-5960  
 admin@quwf.net

Date \_\_\_\_\_

Salesperson \_\_\_\_\_

Advertiser Name/Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Web site \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

**Issue Dates:**

- January 31
- February 28
- March 31
- April 30
- May 31
- June 30
- July 31
- August 31
- September 30
- October 31
- November 30
- December 31
- I have run previously,  
please pick up my ad  
from month :

**Ad Type: (check all that apply)**

- Display
- Classified
- Black/White
- Full Color

**Ad Size** \_\_\_\_\_

**Frequency**

- 1-3x
- 6x
- 12x

\_\_\_\_\_ Year \_\_\_\_ Page# \_\_\_\_

**Ad Rate**

\$ \_\_\_\_\_

**Discount** (if applicable)

\$ \_\_\_\_\_

**Total**

\$ \_\_\_\_\_

PREPAID

Date: \_\_\_\_\_

VISA  MC  Discover  American Express

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_

Signature \_\_\_\_\_

Payment is considered past due if not paid 15 days of invoice. All commissions and discounts are forfeited on overdue accounts. A 1.5% interest charge is applied monthly to overdue accounts. I hereby understand that if my account falls past due Quail and Upland Wildlife Federation, Inc.™ may cancel my ad and follow any steps necessary to collect the remaining balance.

I also agree that all cancellations by either party may abolish the contract upon 45 days written notice prior to publication date of next issue. Cancellations cannot be accepted after closing date. If a change of copy is not received by the closing date, copy run in pervious issue will be inserted.

I have read the above insertion order and agree to its terms.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Title \_\_\_\_\_