

WESTERN CANADIAN GAMEWARDEN

2010 RATE CARD

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THE OFFICIAL MAGAZINE OF WESTERN CANADA'S GAME WARDEN ASSOCIATIONS

The **Western Canadian Game Warden Magazine** is published three times annually by the conservation officer associations of Western Canada. Those associations include Manitoba, Saskatchewan, Alberta, BC, Yukon and the North West Territories. It is distributed widely throughout all western provinces and into the United States. Its primary focus is on how conservation officers and Fish and Wildlife Officers manage and protect western Canada's natural resources.

This publication represents an excellent opportunity to promote your business to a very targeted primary audience as well as a very wide and diverse secondary audience. It is circulated through about 3500 subscriptions and is sold and distributed to many vendors across Western Canada. It is well received by rural and urban readers and is studied by legislators and other resource law enforcement agencies. We offer a wide range of advertisement space.

Multiple time pricing is in effect only when accounts are paid in full within 30 days of invoice date. If invoices are paid after 30 days, the one-time price applies.

WCGW Magazine reserves the right to pull and cancel an ad at any time.

Issue	Space Closing	Material Closing
Spring	January 1	January 15
Summer	May 1	May 15
Fall - Winter	August 1	August 15

Magazine advertisement placement includes complimentary link on website:
www.westerncanadiangamewarden.com

All prices are in \$CDN. Please add applicable taxes

Issues	Covers	1x	2x	3x	4x
	Inside Front	1,800	1,700	1,600	1,400
	Inside Back	1,600	1,500	1,400	1,300
	Outside Back	2,000	1,800	1,700	1,600

Size	Inside	1x	2x	3x	4x
	Full Page	1,000	900	850	800
	2 full page facing	2,000			
	2 1/2 Page (17x5")	1,000	850	800	750
	1/2 Page	600	550	500	475
	1/3 Page	500	450	400	375
	1/4 Page	400	375	350	325

Marketplace Directory Classifieds \$100

Ad Formats

Note: Measurements in inches.

Full page full bleed Trimmed size 8.25w10.75t	Full page No bleed Finished size 7.5w9.75t
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1/2 page Vertical 3.25w 9.75t	1/2 page Horizontal 7.5w4.75t
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2 x full page facing Horizontal 16.50w10.75t

2 x 1/2 page facing Horizontal 16.5w5.25t

1/3 page Horizontal 7.25w3.125t	1/3 page Vertical 2.3w9.75t
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1/4page 3.55w 4.75t	Marketplace Ad 3.5w 2.0t (bus card size)
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