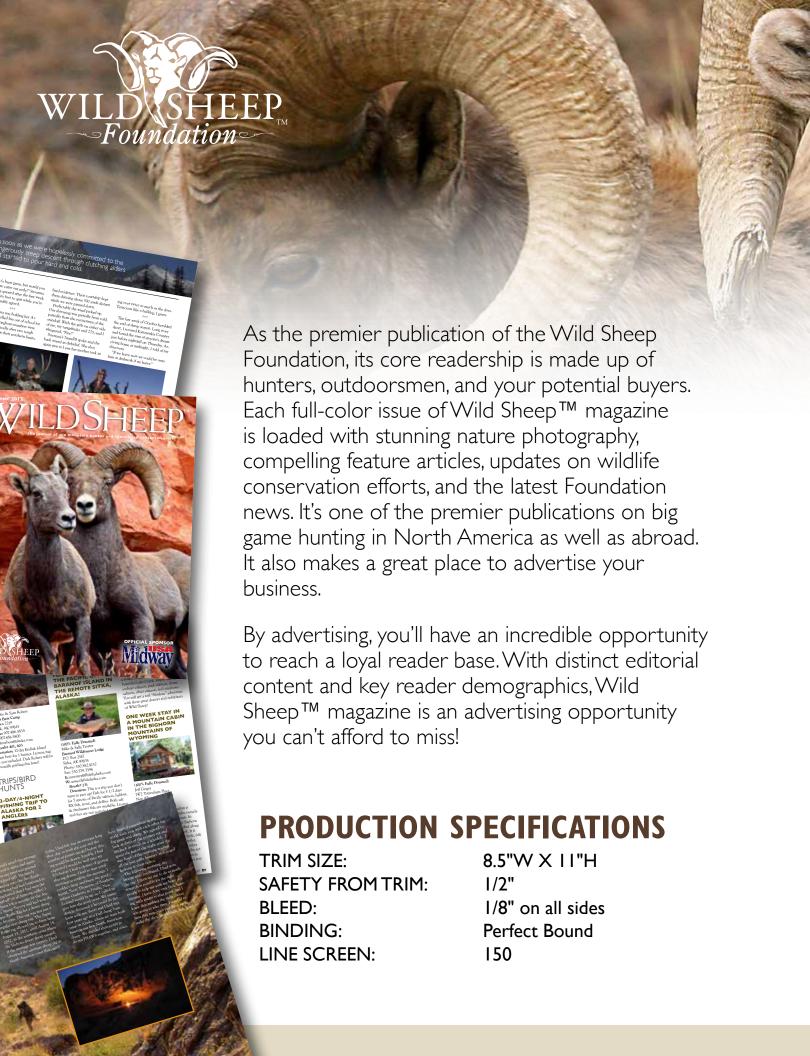




RATE CARD & MEDIA KIT







AD SPECIFICATIONS



MATERIAL SPECIFICATIONS

- WildSheep™ magazine is printed direct-to-plate and requires digital files. No film will be accepted.
- ACCEPTABLE FILE FORMATS: PDF/X-1a, PDF, EPS. Line screen is 150. Ink density maximum is 300%. Be sure to embed all fonts.
- **RESOLUTION REQUIREMENTS:** All 4/C images must be supplied as high-resolution (300 dpi), CMYK files. Additional charges will be incurred to make corrections (time is charged at \$65.00/hour).
- LIVE SAFETY AREA: Any type or image beyond this measurement runs the risk of being cropped off in the binding process. No type should be less than 1/8" from the edge of the non-bleed size of an ad or 1/2" from the edge of the trim size for an ad with bleed.
- **BLEED ALLOWANCE:** Add 1/8" on each side. This allowance is trimmed off in the binding process. Keep all type and images 1/2" inside the trim size.
- **FILE NAMING:** Advertiser name and issue date. Please include contact name, phone number, and email address.
- FILE SUBMISSION:

Send files to: Terry Ziehl, TZiehl@wildsheepfoundation.org Send files on CD to: Wild Sheep Foundation, 1285 Sheridan Ave. Suite 260, Cody, WY 82414

PRODUCTION

The Wild Sheep Foundation staff and the staff of Morrison Creative Co. are available to assist you in creating your ad. Design and production art will be charged at \$65.00 an hour.

DISPLAY AD SIZ	LES Non-Bleed (trim size)	Bleed (trim size) (Plus bleed allowance)	Live Safety Area
Inside Front Cover	7.5"W × 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Inside Back Cover	7.5"W × 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Back Cover	7.5"W × 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
Full Page	7.5"W × 9.875"H	8.5"W x 11"H	7.5"W x 9.875"H
2/3 Page (vertical)	4.9"W × 9.875"H	5.4"W x 11"H	4.9"W x 9.875"H
I/2 Page (horizontal)	7.5"W × 4.875"H	8.5"W x 5.5"H	7.5"W x 4.875"H
1/3 Page (vertical)	2.33"W x 9.875"H	2.83"W x 11"H	2.33"W x 9.875"H
1/3 Page (square)	4.9"W × 4.875"H	_	4.9"W x 4.875"H
1/4 Page (vertical)	3.625"W x 4.875"H	_	3.625"W x 4.875"H
1/6 Page (vertical)	2.33"W x 4.875"H	_	2.33"W x 4.875"H