



AMERICA'S LEADER IN QUAIL CONSERVATION<sup>SM</sup>

**Q***uail Unlimited* magazine is the publication of Quail Unlimited, Inc., a national, nonprofit organization dedicated to the conservation of quail and other upland game bird species through extensive habitat management and research projects.

Reflecting the growth of the organization, the magazine has steadily increased in size and circulation over its 29-year history. One key reason for the popularity of *Quail Unlimited* magazine is the fact that the editorial staff strives to keep a balance between advertising and editorial content. On the average, the editorial content runs around 50 pages per issue versus 35 pages of advertising. This ensures your ad will get noticed within editorial content, and not lost in page after page of ads as the reader flips through to find the next article. A variety of specialized departments can also provide a forum for your particular product.

As *Quail Unlimited* magazine aims toward the future, it is our desire to continue to present the best editorial content available so that you, the advertiser, will get the most from your advertising dollar. For further information on QU and its philosophy, please see our national information on our website at [www.qu.org](http://www.qu.org).

## MEMBERSHIP

An annual regular membership in Quail Unlimited is \$35, which includes a one year subscription to *Quail Unlimited* magazine, published by the organization, a membership decal and card. For additional levels of membership or for further information, call (803) 637-5731.

Allow eight weeks for new subscriptions to start. New subscriptions, renewals, address changes and all other inquiries should be sent to Quail Unlimited National Headquarters, P. O. Box 610, Edgefield, SC 29824-0610.

## Quail Unlimited Magazine Staff

- Bill Bowles ..... Publisher
- Diana J. Kogon ..... Editor
- Vickie Q. Allen ..... Associate Editor
- Donald J. Tilton ..... Technical Director
- Daniel Johnson ..... Web Administrator

## Contributing Writers

- Jim Evans ..... "Boots & Briars"
- Marty Fischer ..... "Sporting Clays"
- Dr. Ron Haaland ..... "Managing Habitat"
- Lisa Holscher ..... "About Farming"
- Aaron Jeffries ..... "Managing Habitat"
- Pam O. Kadlec ..... "A Women's Viewpoint"
- Chuck Martin ..... "On Point"
- Jarrod Spilger ..... "Gun Talk"
- Stephen C. Rafe ..... "About Dogs"
- Dr. Dale Rollins ..... "Texas Tracks"

## Advertising

Advertising space is available to reputable firms and individuals. A current media kit may be obtained by writing or calling QU today.

QU ADVERTISING SALES COORDINATOR

QU National Headquarters

P. O. Box 610 • Edgefield, SC 29824

(803) 637-5731 • 9:00 a.m. - 5:00 p.m. EST

Fax (803) 637-0037

31 Quail Run • Edgefield, South Carolina 29824

E-mail: [sales@qu.org](mailto:sales@qu.org)

## Editorial Office

Mention of products or services in either advertisements or articles does not constitute endorsement by either publisher or Quail Unlimited, Inc. Publisher reserves the right to refuse advertisements for any reason. Views expressed in donated articles are solely those of the writers.

## Manuscripts

Manuscripts, artwork and photographs are welcomed from readers and free-lance writers, but none can be returned unless accompanied by sufficient return postage. *Quail Unlimited* assumes no responsibility for the loss of manuscripts or photographs sent to our office.

Please send all submissions to:

*Quail Unlimited* Magazine

P. O. Box 610 • Edgefield, South Carolina 29824-0610



Magazine published by  
**Quail Unlimited, Inc.**  
 America's Leader in Quail Conservation!

**ADVERTISING RATE CARD #25**  
 Effective January 2010

FOUR-COLOR	1-2x	3-4x	5-6x
Full page	\$2,811	\$2,646	\$2,426
2/3 page	1,951	1,863	1,764
1/2 page	1,488	1,422	1,345
1/3 page	1,008	982	943
1/4 page	860	816	782
1/6 page	536	496	441

TWO-COLOR	1-2x	3-4x	5-6x
Full page	\$2,326	\$2,216	\$2,095
2/3 page	1,680	1,544	1,433
1/2 page	1,223	1,169	1,125
1/3 page	826	760	728
1/4 page	703	595	573
1/6 page	462	431	407

BLACK & WHITE	1-2x	3-4x	5-6x
Full page	\$1,902	\$1,819	\$1,752
2/3 page	1,378	1,295	1,229
1/2 page	1,024	977	935
1/3 page	684	639	606
1/4 page	584	529	485
1/6 page	385	357	345

COVERS	1-2x	3-4x	5-6x
Second	\$3,197	\$3,003	\$2,856
Third	3,197	3,003	2,856
Fourth	3,384	3,340	3,142

CLASSIFIED	1-2x	3-4x	5-6x
<b>Display</b>			
1/12 page	\$120	\$110	\$100
1 inch	77	62	55
<b>Word</b>			
\$2 per word/\$30 min.			

**NO VOLUME DISCOUNTS ON CLASSIFIEDS.**  
 Add an additional 20% for color.

To approve a proof of a pubset ad, material must be received at least one week prior to closing, otherwise proof will be mailed "as inserted." Publisher will not be liable for copy changes received after closing date. Inserts and other special units are due by closing dates.

**NOTE: Cover orders are non-cancelable.**

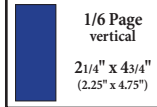
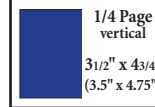
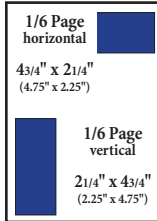
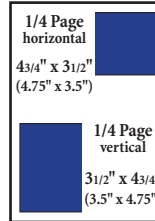
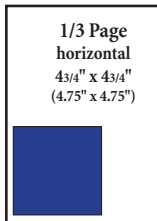
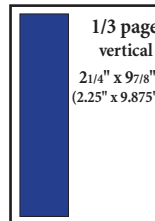
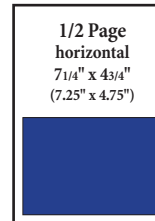
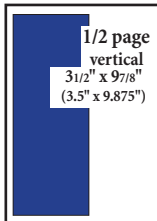
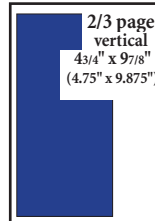
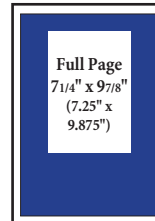
**ISSUE AND CLOSING DATES**

2010 ISSUES	CLOSING DATE
January–February	December 8, 2009
March–April	January 4, 2010
May–June	March 23, 2010
July–August	May 10, 2010
September–October	June 21, 2010
November–December	August 17, 2010

**AD RATES** are subject to additional cost of ad creation, if applicable.

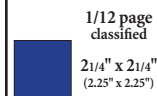
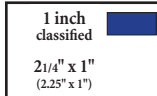
**BLEEDS** cost an additional 10%.

**COVERS** are four-color, full page bleed only.



**Classified Display**

Individualize your message with boxes, graphics, photos & more!



**TECHNICAL REQUIREMENTS:**

*Preferred:* TIF or PDF (high resolution - 300dpi, CMYK, all fonts included)

**IF SENDING APPLICATION FILES:**

- Quark 5 (or higher) - Mac
- Adobe Indesign CS2 - Mac

**PHOTOS:**

- 300dpi in

**ACCEPTABLE MEDIA:**

- CD, DVD, FTP or e-mail

SUBMIT ALL ADVERTISING MATERIALS TO THE FOLLOWING ADDRESS:

Quail Unlimited Magazine, Attn: Ad Dept.

P.O. Box 610  
 Edgefield, SC  
 29824-0610 (mailing)

31 Quail Run  
 Edgefield, SC  
 (shipping) 29824-9304

## CONTRACT & COPY REGULATIONS

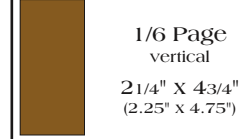
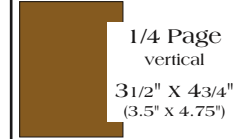
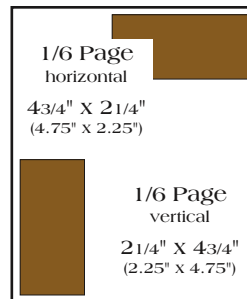
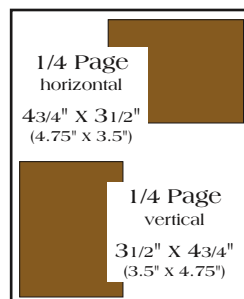
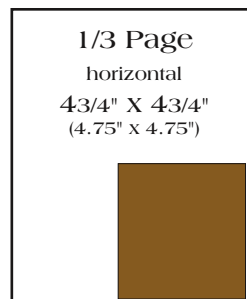
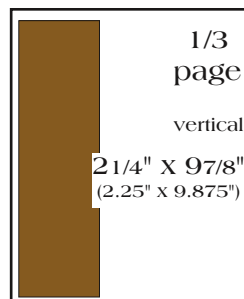
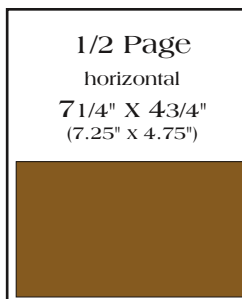
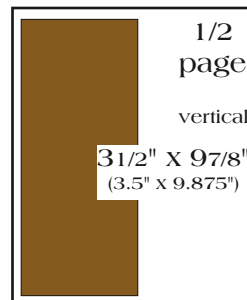
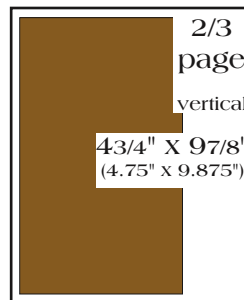
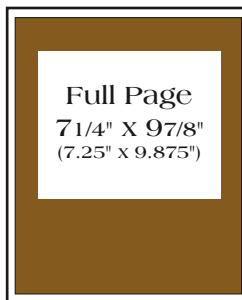
- **ADVANCE PAYMENT IS REQUIRED WITH INSERTION ORDER** until credit is established. **PRE-PAYMENT IS REQUIRED OF ALL FIRST-TIME ADVERTISERS.**
- **Ad position is at the discretion of the editor;** every reasonable effort will be made to comply with advertiser's preference.
- **Copy and photos are subject to approval.** Publisher reserves the right to refuse material not consistent with magazine's quality, etc.
- The advertiser and/or agency is liable for entire contents and subjects of printed ads and assumes responsibility for any and all claims made.
- **NO CANCELLATIONS OR CHANGES WILL BE ACCEPTED AFTER THE CLOSING DATE. COVERS CANNOT BE CANCELLED.**
- 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.
- 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 jointly and severally liable for such monies as are due and payable to the Publisher.
- The Publisher's liability for any error shall not exceed the cost of the space occupied.

## COMMISSIONS, DISCOUNTS & TERMS

- **NET PAYMENT DUE 30 DAYS AFTER INVOICE DATE.** Payment becomes **PAST DUE** 31 days after invoice date.
- Advertisers who insert two or more full-page ads in any one issue earn an extra 10% multiple page discount over any regular discount. Discounts do not apply to production charges or on any classified advertising.
- Finance charge on **PAST DUE accounts is 18% annually** (1.5% per month).
- **ALL DISCOUNTS ARE FORFEITED ON OVERDUE ACCOUNTS.**
- Publisher reserves the right to hold advertiser and/or agency liable for payment due publisher and for expenses incurred in collection of payment.

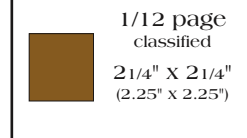
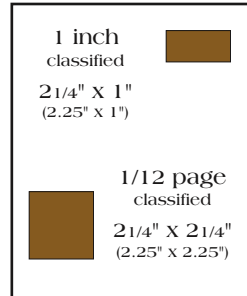
### ATTENTION ADVERTISING AGENCIES

*Quail Unlimited* provides commissionable discounts to qualifying agencies. Call for further details! (803) 637-5731, ext 233.



### Classified Display

*Individualize your message with boxes, graphics, photos & more!*



## PRINTING

- Web offset, saddle-stitched.

## TRIM SIZE

- 8 1/4" x 10 7/8" (8.25" x 10.875").

## PRODUCTION

- **Layout & design services available:**
  - No charge to advertisers who insert in two or more consecutive publications.
  - An additional 10% over the space rate will be billed to ads created for only ONE INSERTION.
  - The same amount will be billed for ads created and then cancelled prior to publication.

## BLEEDS

- Minimum size 8 1/2" x 11 7/8" (8.5" x 11.125").
- Live matter must be kept at least 3/8" (.375") within trim dimensions.
- Allow 1/8" (.125") at top, bottom and outside of bleeds.

## INSERTS

Rates & specifications for cards, special units, etc. are available upon request. No blow-ins accepted.

## BLACK/WHITE

- **ELECTRONIC SUBMISSION PREFERRED. See submission guidelines.**

## COLOR

- **ELECTRONIC SUBMISSION PREFERRED. See submission guidelines.**

# AD SUBMISSION GUIDELINES

*Quail Unlimited* magazine operate Macintosh computers. E-mail address is [qumag@qu.org](mailto:qumag@qu.org) (10 meg. limit).

**COPY** — If you are submitting copy to be placed in an ad QU will be creating for you, we ask that it be submitted on CD-ROM or by e-mail in Microsoft Word (\*.doc) or Text (\*.txt) format. If providing a digital copy is not possible, please type or print legibly the text you'd like to see appear in your ad. For ads created for the event programs, please submit your documents, images and fonts (PostScript only). Do not use menu styles for stylizing the text. Use the actual fonts to achieve desired results. If you do not have any of the programs listed below, submit copy as simple Text or ASCII text (PC only).

**GRAPHICS** — Each graphic submitted digitally (photos, line art, logos) must have a resolution of 300 dpi (dots per inch) at 100% the size of the photo for printing purposes. Do not scale images up to •t criteria, as image degradation will occur. Black and white photos should be saved as grayscale. All color photos MUST be saved as CMYK (four color). Photos can be provided in Scitex CT (\*.sct), Encapsulated PostScript (\*.eps), TIFF (\*.tiff) or JPEG (\*.jpg) format (compression level 8 or better). If sending a logo, please provide a color and line art (if available) proof of your logo.

**MEDIA** — Quail Unlimited is equipped to receive ads on CDs and ZIP 100 disks. Please be sure to provide a color or black and white proof of your ad along with the disk you send.

**FONTS** — If submitting an ad on disk, you must be sure to include all fonts used in the publication on the disk provided. Failure to provide fonts can possibly affect the •n al output of your ad. If you cannot send the fonts, please be sure to include a list of all fonts used. Do not use menu styles for stylizing the text. Use the actual fonts to achieve desired results. If you are using a PostScript font, please include the printer fonts and the screen fonts. If you do not have any of the programs listed below, submit copy as Simple Text or ASCII text (PC only).

**PROGRAMS** — Quail Unlimited's production department uses Adobe InDesign CS, Quark Express 6.0, Adobe Illustrator CS and Adobe Photoshop CS for designing. Other routinely used software includes Microsoft Word, Excel and the Corel graphics suite.

For inquiries about acceptable formats via e-mail, please call (803) 637-5731.



# INSERTION ORDER

## MAGAZINE DEPARTMENT

Phone: (803) 637-5731 • Fax: (803) 637-0037  
 MAILING: P.O. Box 610, Edgefield, SC 29824-0610  
 SHIPPING: 31 Quail Run, Edgefield, SC 29824-9304

Complete media kit online at [www.qu.org](http://www.qu.org)

### PLEASE PRINT

DATE \_\_\_\_\_ SALESPERSON \_\_\_\_\_

ADVERTISER NAME/COMPANY NAME \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_ WEB SITE \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM ABOVE) \_\_\_\_\_

#### ISSUE(S) RUNNING:

- January-February 20\_\_\_\_\_
- March-April 20\_\_\_\_\_
- May-June 20\_\_\_\_\_
- July-August 20\_\_\_\_\_
- September-October 20\_\_\_\_\_
- November-December 20\_\_\_\_\_

I have run previously, please pick up my ad from: ISSUE \_\_\_\_\_

YEAR \_\_\_\_\_ PAGE # \_\_\_\_\_

#### AD TYPE:

(Check all that apply)

- Display
- Classified
- Black/White
- Four Color

#### AD SIZE:

- Camera Ready
- Photos Enclosed

#### FREQUENCY:

- 1-2 times/yr.
- 3-4 times/yr.
- 5-6 times/yr.

#### Consult Rate Sheets for Prices.

Ad Rate (Per Insertion)	\$	_____
Discount (If Applicable)	\$	_____
Total (Per Insertion)	\$	_____

PREPAID

DATE: \_\_\_\_\_

Method:  AmEx  MasterCard  VISA  Check Enclosed

CARD NUMBER\* \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

#### Additional Comments/Special Instructions:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Payment is considered past-due if not paid within 30 days of invoice. All commissions and discounts are forfeited on overdue accounts. A 1.5 percent interest charge is applied monthly to overdue accounts. I hereby understand that if my account falls past-due Quail Unlimited, 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 nullify the contract upon 45 days written notice prior to publication date of next issue. Cancellations cannot be accepted after closing dates. **If a change of copy is not received by the closing date, copy run in the previous issue will be inserted.**

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

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

**Cancellations and/or changes will not be accepted after the closing date.**

- New Account  Change of Address

#### Ad Copy/Ad Proof

Please indicate any changes you'd like to make in the space provided.