

LIVING BIRD NEWS

2013 Ad Rates, Sizes, and Due Dates

COLOR ONLY

AD SIZE	width x height (in.)	1X	2X	3X	4X
Back Cover	7 ³ / ₈ x 3 ¹ / ₂	\$1,545	\$1,468	\$1,394	\$1,325
Full Page		\$1,751	\$1,663	\$1,580	\$1,501
TRIM	8 ¹ / ₂ x 11				
NO BLEED	7 ³ / ₈ x 9 ³ / ₄				
BLEED	8 ³ / ₄ x 11 ¹ / ₄				
LIVE MATTER	8 x 10 ¹ / ₂				
1/2 Page	7 ³ / ₈ x 4 ³ / ₄	\$1,051	\$998	\$948	\$901
1/3 page		\$753	\$715	\$680	\$646
SQUARE	4 ³ / ₄ x 4 ³ / ₄				
VERTICAL	2 ¹ / ₄ x 9 ³ / ₄				
1/6 page	2 ¹ / ₄ x 4 ³ / ₄	\$455	\$432	\$411	\$390
1/12 page	2 ¹ / ₄ x 2 ³ / ₁₆	\$315	\$299	\$284	\$270

There is a 15% print-ready or ad agency discount for the above gross rates.

CLOSING & PUBLICATION DATES

ISSUE	SPACE RESERVATION AND AD DUE	MAIL DATE
Winter	November 1	February 1
Spring	February 1	May 1
Summer	May 1	August 1
Autumn	August 1	November 1

BIRDING FESTIVALS AND EVENTS

At one time, birding festivals and events were listed in our newsletter (titled *BirdScope* at that time). Because of limited space in the redesigned and renamed newsletter, *Living Bird News*, the listing is now available online at Cornell Lab's All About Birds website: <http://www.allaboutbirds.org/birdfestivals>. The cost is \$50/quarter (\$16.67/month), \$90/6 months (\$15/month), \$12/month for 7 to 12 months. Bird festivals and events that place quarterly online ads at All About Birds will appear at the online listing at no charge. If placing print ads in Cornell Lab's *Living Bird* magazine or *Living Bird News*, the online listing is a flat fee of \$25 for that year's festival. Please provide the following information: festival title, dates, location, keynote speaker, website URL, and contact information (phone, name, and e-mail).

Contact:

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