



Established in 1961, the Ruffed Grouse Society is the one international wildlife conservation organization dedicated to promoting conditions suitable for the ruffed grouse, American woodcock and related wildlife to sustain our sport hunting tradition and heritage.



PHOTO BY T. C. FLANIGAN

RUFFED GROUSE SOCIETY

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ruffed GROUSE
SOCIETY

2009 *rate*
card



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READER PROFILE

Male	99%
Average Household Income	\$90,000
College Graduate	62%
Graduate Degrees	25%
Own a Home	90%
Use Four-Wheel Drive Vehicle	64%
Own a Boat	61%
Hunting Days Per Year	24
Own One or More Hunting Dogs	70%
Annual Average Ammunition Purchases	\$100
Annual Average Hunting Apparel Purchases	\$220
Gardening and Lawn Care	71%
Manage Property for Wildlife	40%
Own Wildlife Art	89%

PARTICIPATION IN SHOOTING ACTIVITIES

Sporting Clays	50%
Skeet	42%
Trap	36%

RESPONSE TO RGS ADVERTISING

Discuss Product	35%
Considered Purchasing	40%
Purchased Product	25%

TERMS

A 15% discount will be applied to agencies providing camera-ready materials. All copy and photos are subject to approval. Ruffed Grouse Society reserves the right to refuse material not consistent with the publisher's standards.

Invoices net 30 days upon credit approval. All others cash with copy, 2% discount for cash. Cancellations cannot be accepted after closing date.

DESIGN SERVICES

Layout and typesetting are available upon request. Rates will be determined by amount of time and materials required.

FTP FILE TRANSFER

FTP file transfer is available for electronic files. If you are interested in FTP file transfer, contact editor@ruffedgrousesociety.org for more information.

ELECTRONIC FILES

MAC-based Quark, InDesign, Illustrator, Photoshop or high-resolution CMYK PDF files are accepted. All associated image files and fonts should be supplied. A contract proof must accompany file. All bitmapped images should be supplied as CMYK, TIFF or EPS.



ruffed GROUSE SOCIETY

The Ruffed Grouse Society's magazine reflects the interests of our membership. There is a basic concern for the well-being of young-forest wildlife and a desire to learn about the latest developments affecting early successional forest management. Because upland sportsmen and women are the majority of the Ruffed Grouse Society members, there is also a great deal of emphasis on the elements of the outdoor life they love. There are bird dogs - hunting and training - and shotguns they've used afield, in clay target competitions or as they're cherished in memory from times and hunts past.

The magazine keeps its readers advised of current Ruffed Grouse Society events and how to become involved in activities as diverse as commenting on state or federal initiatives that will influence young-forest wildlife management, to purchasing seeds to plant as a food resource. In an effort to fully satisfy our readership, the magazine must also remain a pipeline of quality hunting stories and how-to pieces.

Photo essays on the outdoor experience as it relates to conservation of young-forest habitat and hunting are welcome. Our recently added product pages feature new products from a wide array of outdoor merchandise vendors.

SEND ADVERTISING MATERIALS TO:

Cherek Group, Inc.

1315 W. 6th Ave
Cheyenne, WY 82001

E-mail: cherekgroup@bresnan.net

Phone: (307) 635-8899

Cell: (303) 579-2400

CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE TO PREPRESS	ON SALE
Spring 2009	1/12/09	1/19/09	3/02/09
Summer 2009	4/06/09	4/13/09	5/25/09
Fall 2009	6/15/09	6/22/09	8/03/09
Winter 2009	9/14/09	9/21/09	11/02/09

RATES EFFECTIVE SPRING 2009

PROCESS COLOR	1x	4x
Full page	\$1,800.....	\$1,650
2/3 page	1,675.....	1,510
1/2 page	1,550.....	1,390
1/3 page	1,050.....	945
1/6 page	595.....	525
BLACK AND WHITE	1x	4x
Full page	\$1,200.....	\$1,100
2/3 page	1,010.....	905
1/2 page	850.....	765
1/3 page	650.....	575
1/6 page	395.....	325
COVERS	1x	4x
cover 2 or 3	\$2,050.....	\$1,950
cover 4	2,350.....	2,150

CLASSIFIED DISPLAY AD

1/12 page	one issue.....	\$210
1/12 page	all four issues.....	550

AD SIZES

full page (no bleed).....	7 ³ / ₈ " x 9 ⁷ / ₈ "
2/3 page	4 ¹ / ₄ " x 9 ³ / ₄ "
1/2 page horizontal	7 ³ / ₈ " x 5"
1/2 page vertical	4 ³ / ₄ " x 7 ¹ / ₂ "
1/3 page horizontal	4 ³ / ₄ " x 5"
1/3 page vertical	2 ¹ / ₄ " x 9 ³ / ₄ "
1/6 page horizontal	4 ³ / ₄ " x 2 ¹ / ₂ "
1/6 page vertical.....	2 ¹ / ₄ " x 5"
1/12 page	2 ¹ / ₄ " x 2 ¹ / ₄ "

* trim size is 8³/₈" x 10⁷/₈"
(bleed size is 8⁵/₈" x 11¹/₈")