IN 1985 WE WERE LOOKING to create an organization dedicated to landowners, wildlife, and habitat. Beginning with 50 potential members, the Texas Wildlife Association (TWA) was formed. Today, TWA represents almost 10,000 members who own or manage over 40 million acres in Texas. As our slogan says, ‘working for tomorrow’s wildlife… today,’ TWA’s greatest achievement is making people aware of the role private land stewards play in perpetuating wildlife and habitat. Without our care, wildlife would not have a home in Texas – and the state and its people would be much poorer for it.

- Larry Weishuhn
Co-founder, Texas Wildlife Association
Texas Wildlife takes top honors in Texas!

*Texas Wildlife has been previously recognized by the Texas Outdoor Writers Association for excellence in craft for an outdoor publication under 25,000 in circulation.*
## 2017 Issue Ad Deadline Cover Story

<table>
<thead>
<tr>
<th>2017 ISSUE</th>
<th>AD DEADLINE</th>
<th>COVER STORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>November 18, 2016</td>
<td>Conservation Season Goose Hunting</td>
</tr>
<tr>
<td>February</td>
<td>December 19, 2016</td>
<td>Winter Wildlife by Region</td>
</tr>
<tr>
<td>March</td>
<td>January 19, 2017</td>
<td>River Turkeys – Rio Grandes on the River</td>
</tr>
<tr>
<td>April</td>
<td>February 20, 2017</td>
<td>Horrendous Hogs</td>
</tr>
<tr>
<td>May</td>
<td>March 20, 2017</td>
<td>Texas Mesopredators</td>
</tr>
<tr>
<td>June</td>
<td>April 19, 2017</td>
<td>Managing Velvet</td>
</tr>
<tr>
<td>July</td>
<td>May 19, 2017</td>
<td>Pronghorn Antelope</td>
</tr>
<tr>
<td>August</td>
<td>June 20, 2017</td>
<td>Saltwater Fishing for Tarpon</td>
</tr>
<tr>
<td>September</td>
<td>July 19, 2017</td>
<td>South Texas White-winged Doves</td>
</tr>
<tr>
<td>October</td>
<td>August 21, 2017</td>
<td>Water, Waterfowl &amp; Water Dogs</td>
</tr>
<tr>
<td>November</td>
<td>September 20, 2017</td>
<td>Exploring the True Trophy Hunting Experience</td>
</tr>
<tr>
<td>December</td>
<td>October 20, 2017</td>
<td>Panhandle Mule Deer</td>
</tr>
</tbody>
</table>

## AD Production Guidelines

- **FILE TYPE** For best results, create a print-resolution PDF with live or vector type and all fonts embedded. You may also submit Photoshop, Illustrator EPS or TIFF files. Ads created in Pagemaker, MS-Publisher, or other applications not mentioned above are not usable.

- **FONTS** To avoid font issues with Photoshop and EPS files, convert all your fonts to outlines.

- **CROP MARKS/BLEED** Ads less than a full page do not need crop marks. For full page bleed ads, offset your crop marks enough to keep them out of the bleed at least 1/8 inch (0.125”).

- **IMAGE RESOLUTION** Images should be placed at print resolution, 300 dpi.

- **COLORS** Use process CMYK colors (not RGB, spot or index colors). Do not embed color profiles in image files. Use a “rich black” of 60% cyan, 40% magenta and 100% black in 4/C ads for a deeper black color.
# ADVERTISING RATES

## FULL PAGE

<table>
<thead>
<tr>
<th>Size, No Bleed: 7.5&quot;w x 9.713&quot;h</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (color)</td>
<td>$2,200</td>
<td>$1,850</td>
<td>$1,650</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Covers (2, color)</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Color</td>
<td>$1,550</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
</tr>
<tr>
<td>B&amp;W</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
<td>$850</td>
</tr>
</tbody>
</table>

Production Charges: $150

## HALF PAGE

<table>
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<th>Size: 7.5&quot;w x 4.75&quot;h</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>$950</td>
<td>$850</td>
<td>$800</td>
<td>$750</td>
</tr>
<tr>
<td>B&amp;W</td>
<td>$650</td>
<td>$600</td>
<td>$550</td>
<td>$500</td>
</tr>
</tbody>
</table>

Production Charges: $125

## THIRD PAGE

<table>
<thead>
<tr>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>$700</td>
<td>$650</td>
<td>$600</td>
<td>$550</td>
</tr>
<tr>
<td>B&amp;W</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>

Production Charges: $100

## SIXTH PAGE

<table>
<thead>
<tr>
<th>Size: 2.375&quot;w x 4.75&quot;h</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>B&amp;W</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
</tr>
</tbody>
</table>

Production Charges: $75

## PROFESSIONAL SERVICES DIRECTORY

$150 per issue

Services page ads are produced in-house

## AD DESIGN SERVICES

Need help creating a professional ad that represents your products and services? TWA offers ad design services through Texas Wildlife magazine’s design firm. Speak with your sales representative for information.

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For more information, contact: David Brimager, Advertising Coordinator  
210-826-2904 • fax: 210-826-4933  
dbrimager@texas-wildlife.org
Delivered to inboxes every Saturday morning, the Texas Wildlife Wire, addresses approximately 4,000 wildlife experts and enthusiasts with relevant issues and news. Subscribers are decision makers with purchasing power – the top-tier professionals in the industry. Advertising in the Texas Wildlife Wire is an extremely flexible and affordable advertising option that allows companies and brands to track and measure advertising campaign ROI, while providing a direct link to products and websites.

**AD SPECS & PRICING**

**Leaderboard**
Premier position that provides your company and brand with top exposure and premium traffic.  
- Ad dimensions 600x90
- File format GIF, JPG
- File size 40K  - Cost $250/week, $1,000/month

**Lower Leaderboard**
The lower leaderboard gives your company a prominent position right before the TWA masthead.  
- Ad dimensions 600x90
- File format GIF, JPG
- File size 40K  - Cost $150/week, $600/month

**Large Banner**
Premier large banner ad that allows your company to combine text, colors and graphics into a unique sales message.  
- Ad dimensions 600x150
- File format GIF, JPG
- File size 40K  - Cost $300/week, $1,200/month

**XL Banner**
Extra-large banner with huge exposure in body of news section.  
- Ad dimensions 600x400
- File format GIF, JPG
- File size 40K  - Cost $400/week, $1,600/month

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For more information on advertising opportunities in the Texas Wildlife Wire, please contact: Luke Sammons, Texas Wildlife Wire Coordinator  
210-826-2904 • fax: 210-826-4933  
lsammons@texas-wildlife.org
“YETI is Texas born and bred, so a partnership with the Texas Wildlife Association was a no-brainer. Our founders Roy and Ryan Seiders grew up casting for redfish in South Texas and chasing big whitetails across the state. For them, it was and is a way of life. That’s why YETI is proud to support the TWA and their efforts to protect and further the outdoor pursuits that set the groundwork for our products. We look forward to a strong alliance that will push forward the conservation efforts of those who value wildlife resources in Texas.”

- Ben O’Brien
Hunting Marketing Manager
YETI Coolers

“For nearly a century, Capital Farm Credit has financed the rural lifestyle that is the foundation of our American way of life. As part of our rich history and tradition, we share the Texas Wildlife Association’s deep passion for conserving our natural resources and helping to ensure Texans continue to enjoy outdoor opportunities. We’re proud to be a long-time supporter of the TWA and their support of wildlife, habitat and land management.”

- Jeff Moder
Director of Marketing & Communications,
Capital Farm Credit

“As an avid outdoorsman and ranch owner, I want to protect our lands and the resources that we enjoy and cherish. I originally became involved with Texas Wildlife Association because I wanted all five of my children to see and appreciate what we have for more than just a place to have fun and hunt and fish. I wanted them to understand what animals and plant life we have and how they play into the success of the environment and TWA does an incredible job of educating us. TWA serves as the gate keeper between big government and our rights as landowners. I am very concerned for our future and the continuous overreach from our elected officials. TWA has our back, they are doing everything possible to fight for what we have and we all should rise up and stand with them. Organizations like TWA can’t do it alone nor should they have to. Not everyone has the time or ability to get out front with them, but if you love this state and the rights that we enjoy, volunteer, subscribe to the magazine, write a check or just spread the word about TWA and the role that they play in our state. GameGuard and my family are proud to be associated with TWA. I challenge everyone Texan to stand with them.”

- Craig Smith
Owner, GameGuard

“On behalf of Blaser USA I want to express my appreciation as a corporate partner of the Texas Wildlife Association. The nature of partnerships can seem one sided, but it has not been the case in our association with TWA. I have never met a more passionate group of people and can see why the eyes of the country are on Texas habitat conservation. TWA leads the way on issues that not only effect landowner and private property rights, but actively promote wildlife management and the preservation of our hunting heritage. Please continue to fight for our rights, educate the next generation, and continue to spread the word about the great outdoors. We stand with you!”

- Christian Socher
CEO, Blaser USA
This agreement is made between Texas Wildlife Association "Publisher” and Advertiser collectively referred to as “Advertiser.” This Agreement contains the entire Agreement of the Parties hereto with respect to the subject matter hereof and shall be deemed to supersede all prior Agreements, whether written or oral, and terms and provisions of any such Agreement shall be deemed merged into this Agreement.

**RATES**

Orders forwarded to the Publisher, which contain incorrect rates, will be charged in accordance with the negotiated rate. Advertiser will be short-rated utilizing the current published rate card if they do not use the number of insertions upon which billings are based over a 12 month period.

**CONDITIONS**

Publisher at its discretion, may refuse or alter submitted ad copy and layouts that do not meet its requirements. All ad copy will be located at the Publisher’s discretion, unless otherwise specified. Advertiser is committed to the insertions in the specified issue(s) listed on the insertion order contract unless notice is given in writing prior to a space deadline date of the respective issue(s) as periodically set by the Publisher for each issue. Replacement ad(s) must be placed in another issue within twelve months from the date of this contract.

Advertiser is responsible for submitting ad materials to the Publisher by a materials deadline date as periodically set by the Publisher. In the event the artwork, copy, and/or photos are not received by this date, the Advertiser will be billed in full and the Publisher will be authorized to run the copy as is.

Advertiser agrees to approved layout design (if designed by Publisher) and copy within 48 hours (or two business days) of receipt of proof. Approved layout verified by email or initialed proof constitutes acceptance of that page, regardless of any errors that may have been missed inadvertently by Publisher or Advertiser. If Advertiser has not responded within 72 hours, layout and copy will be assumed correct, and Publisher will be authorized to run ad copy as is.

All ad submissions must be preceded or accompanied by a signed insertion order contract. In the event the Advertiser or affiliated agency submits any ad copy prior to a signed insertion order contract, such submission will constitute acceptance of the terms and conditions set forth herein.

Multi-use agreements may be terminated by either party by giving 30 days written notice. Publisher reserves the right to print and mail exclusive special purpose versions of an issue to a limited circulation.

**PAYMENT TERMS**

Payment terms are net 30 days from the contract date. Publisher reserves the right not to publish for accounts that are delinquent. Delinquent accounts may be referred to a third party collection agency. Publisher will mail an invoice to each Advertiser. Advertiser agrees to pay a cancellation fee of 50% of the agreement amount in the event the Advertiser fails to honor the conditions of this agreement. Tear sheets available upon request. A late fee of 1.5% per month or such maximum lesser amount as is authorized by law, will be made on overdue accounts.

**REPRESENTATIONS AND WARRANTIES**

Advertiser shall not hold the Publisher liable for minor changes, typographical error or reproduction of color ads, which do not significantly lessen the value of an advertisement. Publisher assumes no responsibility for color reproduction of advertisements with the issue(s). Notice regarding any discrepancies arising from the advertising must be submitted to the Publisher in writing within 14 days of published copy. In the event there is an error in advertisement for which the Publisher is found liable as herein defined, its liability shall be limited to republishing the advertisement only.

Advertiser represents it is authorized to allow publishing of the entire contents and subject matter herein. Advertiser agrees to indemnify and hold Publisher blameless regarding any dispute arising out of any 1st party claim, suit, action, or proceeding related to Publisher’s action with respect to Advertiser or publishing of the submitted ad copy. Advertiser authorizes Publisher to rerun said ad copy in magazines, web pages, electronic copies, or other issues, other than listed above, free of charge to the Advertiser.

**JURISDICTION AND VENUE**

This agreement is made pursuant to, and shall be governed by, the laws of the state of Texas, and deemed performable in Bexar County, Texas. Jurisdiction and venue regarding any dispute arising under this agreement shall be submitted for resolution to the courts in Bexar Couty, Texas.
Company: 
Contact Name: 
Address: 
City, State, Zip: 
Phone Number: 
Email: 

Ad Specifications:  
| Full Page | 1/2 Page | 1/3 Page | 1/6 Page | PSD |

Covers:  
| Back Cover | Inside Front Cover | Inside Back Cover |

Style:  
| Color | Black & White |

Annual Frequency:  
| 1x | 3x | 6x | 12x |

Months:  

Rate Quoted: 
TWA Contact for Quote: 
Start Date: 
End Date: 
Special Instructions: 

Authorized Signature of Advertiser: 
Printed Name: 
Date: 

FAX COMPLETED FORM TO 210-826-4933